OCTOBER 18, 1948 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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TECHNOLOGY DEPARTMENT

Part of the Colorado Scene

SUGAR MANUFACTURING—At this time of year in Colorado the sugar mills are working day and night turning the sugar beet crop just harvested into sugar. The sugar beet industry, an ideal example of industry and agriculture integrated into a common purpose, has been an established part of the economy of the state for almost 50 years. Colorado today is leader in sugar beet and beet sugar production in the U. S., and the sugar industry forms another facet of the state's many-sided economic picture which is one of wide diversification and continuous stability.

klz
DENVER
CBS Affiliate

SUE CARSON and the "BUDGET BRIGADE"

KLZ's popular afternoon participating program, "Budget Brigade", has long been a part of the listening habit of Colorado women. "Sue Carson," nom de mike of Palmo Fuller, mixes recipes and household hints with in-the-flesh guests such as Lon McAllister, Donald Duck and Donald Woods. "Sue" is also a veteran on KLZ's writing staff.

IN THIS ISSUE: TRENDS SURVEY SHOWS 95% FAVOR ALL-RADIO PROMOTION

Mr. Von Tobel, Mgr. (seated)
Mr. Vollmer, Asst.

For ten years Harry Von Tobel has been associated with the lumber business in Central Indiana. For the past four years he has been managing his own store in Remington, Jasper County, Indiana. Today, Von Tobel Lumber Company is the largest and most active business enterprise in Remington and surrounding areas. Serving both town and rural folks, the store features hardware, home appliances, and a complete line of building supplies, from lumber to electrical fixtures.

Through constant association in filling customers' needs, Von Tobel has developed a closeness to the people in his community. He knows, for example, that they listen to and rely on WLS for service, entertainment and advice. He knows, too, that this reliance has led to acceptance of WLS-advertised products—that advertising on WLS moves goods for him.

Mr. Von Tobel is typical of most small town merchants, and Remington is typical of the hundreds of small towns in the WLS area. Jasper County has 3,610 radio homes. WLS, according to BMB, is by far the leading station in the county—94% day and night. In 1947 WLS received an average of 1.55 letters from every radio home in the county!

Here is a thriving market, with retail sales amounting to more than 11 million dollars and an effective buying income of 14½ million! Yet, it is only one county in WLS's 567 daytime BMB counties!

This one merchant—this one county is typical of the loyalty, acceptance and belief that WLS has nurtured for nearly a quarter of a century. Upon this type listener loyalty depend sound advertising results. For further details on selling this thriving Midwest America market ask any John Blair man.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

Make a personal call to New England's markets

Selling any market is a local problem. The closer you get to the market the more impact you get into your selling.

Talking to the people from their own home-town stations provides that closer, more personal approach, reaches more listeners effectively. That is where Yankee comes into the picture — with 24 home-town stations that form a ready-made sales pattern for all New England.

Yankee stations are an effective local medium everywhere because they have acceptance with the local merchants. These local merchants know it is profitable to push Yankee advertised products. In their own selling they use Yankee stations to reach the local mass audience.

Everywhere, Yankee gives you direct contact with your market. Yankee's 24 home-town stations provide the best over-all coverage, plus local impact, obtainable in New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

ALTHOUGH it's hush-hush, preliminary report to Hoover Commission on government reorganization cracks FCC between eyes on "judicial lawmaking" (Blue Book, Mayflower editorializing opinion, Port Huron political mandate, etc.) and strongly denounces FCC's penchant for allegedly rendering its rules and standards meaningless by winking at them. Risk capital, investing in broadcast facilities, it's charged, is deluded because FCC violates its own regulations.

DESPITE raking given FCC in Hoover Report (above), recommendation of investigators to Hoover Commission understood to urge continuance as independent agency, with chairman to be named by President. Recommendations are subject to action of full Commission, headed by ex-President Herbert Hoover. Report must be submitted to Congress within 10 days after reconvening next January.

FLORIDA Citrus Commission through Benton & Bowles, New York, tentatively planning ten-week spot campaign nationally to begin sometime in mid-November.

LATEST report (subject to confirmation after Nov. 2) is that Ray C. Wakefield, chairman of Frequency Registration Board in Geneva and former Republican member of FCC who was summarily dropped by President Truman in June 1947, will return to FCC under Dewey-Warren regime—possibly as chairman. Mr. Wakefield, hailing from Fresno, is close friend of GOP vice presidential nominee who, under Republician organization plans, would have greater voice in federal machinery than any of his vice presidential predecessors.

GENERAL ELECTRIC Co., Electronics Division, Syracuse, through Maxon Inc., New York, has signed *Stop Me if You've Heard This One* on television starting week of Jan. 1. Network will be ABC.

SNOW-STORM of entries seen in joint industry essay contest for high school students. Mere 20,000-entry affair last fall, freedom project now drawing outside support so fast that contestants may run into hundreds of thousands.

KENYON & ECKHARDT, New York, preparing audience participation show for Kellogg Co., audition planned within two weeks. Network and time not set.

DON MAIER, sales manager of WBKB, Balaban & Katz television station in Chicago, will soon resign, marking fourth resignation of key WBKB staff men since Capt. William Eddy left to become TV director of Meredith Publishing Co.

Upcoming

Oct. 19-21: First Advertising Agency, Group, 1948 Convention, Ponte Verda Inn, Ponte Verda, Fla.

Oct. 21: Wisconsin Radio News Clinic, Plankinton Hotel, Milwaukee.

Oct. 21-22: NAB Public Relations Executive Committee, NAB Hdqrs., Washington.

Oct. 22: International Telecommunications Union: International Conference on High-Frequency Broadcasting, Mexico City.

Nov. 14-20: National Radio Week.

(Other Upcomings on page 66)

Bulletins

SPECIAL unit to produce documentary, public affairs and educational programs created in NBC Program Dept. Wade Arnold, assistant manager of script divisions, to head unit, with James C. Harvey, NBC documentary director, taking over as his assistant. Other appointments: Van D. Woodward, associate editor of script division succeeds Mr. Arnold as assistant manager; Hugh Kemp, freelance radio writer, fills associate editor post.

ROYAL V. HOWARD, NAB engineering director, named chairman of Committee A to study antenna problems by Five-Power Conference laying groundwork for High-Frequency Broadcasting Conference to open Oct. 22 in Mexico City. Five-power group started work Oct. 1 in Latin capital.

WOR SIGNS KNICKERBOCKER

WOR New York has signed H. R. Knickerbocker, Pulitzer prize-winner foreign correspondent, for 15-minute weekly news series effective Nov. 3, 7:30-7:45 p.m. Starting as sustainer, series will mark Mr. Knickerbocker's radio debut.

BAMBERGER SYMBOL

WHILE Washington officialdom watched, Wayne Coy, FCC chairman, foresaw important role for TV in public service as cornerstone of WOIC Washington was laid Friday afternoon. WOIC is capital TV outlet of Bamberger. Chairman Coy's remarks follow:

The laying of this cornerstone is symbolic of the hopes, aspirations and dreams of the executives of the Bamberger Broadcasting Service to render a public service through television. It is my impression they will build a better broadcasting service than we realize. Television will impart information and entertainment to more people and provide an educational source than any other broadcasting service we know. That is what makes this cornerstone exercise important.

Business Briefly

COURNAND CO. SPONSORS ● E. L. Cournand Co., New York (Walco Tele-vue Lens) Oct. 15 started Friday series of five-minu film telecasts, *The Greatest Fights of t Century*, on NBC-TV network followin Madison Square Garden boxing telecast Agency, Cayton Inc., New York.

MODEL RAILROAD SERIES ● Lion Corp., New York, Oct. 22 starts for 13 week *Tales of the Red Caboose* on five-station eas ern ABC video network, Fri. 7:30-7:45 p.m Lionel model trains will be used, with com mercials aimed at adult model railroad fan Agency, Reiss Adv., New York.

'BREAK BANK' ON TV ● *Break The Ban* (ABC, Fri., 9-9:30 p.m.) becomes second AB show to "simulcast" with addition Oct. 22 o television via WJZ-TV New York. Sponso is Bristol-Myers, New York. Agency, De herty, Clifford & Shenfield, New York.

AGENCY NAMED ● Berolio Import Co. New York (olive oil), to Emil Mogul Co. New York. One-minute transcribed spots o 15 stations in 13 eastern and mid-weste cities to be used. Other stations to be added.

BUSINESS AT RECORD LEVEL, COMMERCE DEPT. FINDS

BUSINESS enters final quarter 1948 at to speed, Dept. of Commerce survey shows. Wit personal income running at $215 billion annua rate, lower taxes, consumer spending is reach ing peak level for year. Industrial expan sion goes forward with nearly five billio dollars to be spent in last quarter for plan equipment.

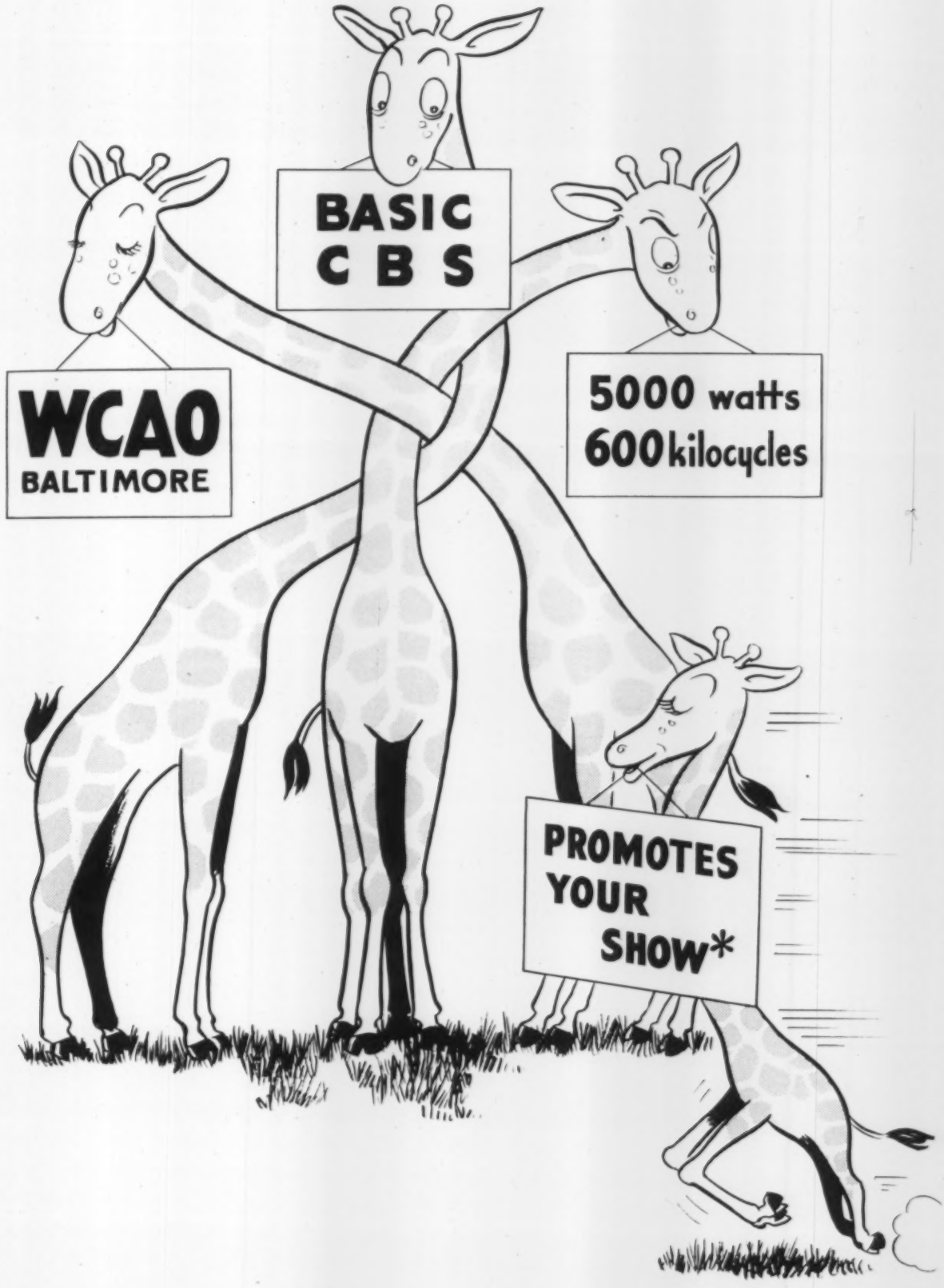
Employment is 1.5 million above January low, and Commerce Dept. says proportion o workers employed is highest it ever has bee "Industrial output, construction, employmen sales all give evidence of sustained high ag gregate volume of business," says Office o Business Economics.

SNOW CROP CAMPAIGN

SNOW CROP MARKETERS, New York, i extending national campaign on frozen food and orange juice concentrate. Starting No 15, Snow Crop will advertise three time weekly on daytime and night-time Gale Drake shows, WCBS New York, and will spon sor 15-minute musical program, Mon.-Fri on WQXR New York, effective this wee Agency, Maxon, New York.

EISENHOWER FILM TV RIGHTS

ABC still negotiating with 20th Century-Fo for video rights to movie version of Ge Eisenhower's *Crusade in Europe*. Picture i planned as series of 26 two-reel episode Asking price for TV rights said to be $100,00



*Just ask your
Raymer representative

WIP Produces

Example #7

From one store to five since 1935 . . . the gratifying record of Adams Clothes of Philadelphia.

During these 13 years the biggest advertising effort of Adams Clothes has been WIP's hour-long "C'mon 'n' Dance" program of popular music from 11 to 12 six nights weekly.

Traceable sales for men's clothing . . . an eminently satisfied client!

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second Issue: Network Boxscore; Public Interest
Third Issue: Trends Survey
Fourth Issue: Milestones

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor,* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Virginia Dooley.
AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD R. LEVI, *Manager*

John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8855
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Stella Volpi. **Bruce Robertson,** *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEntral* 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office

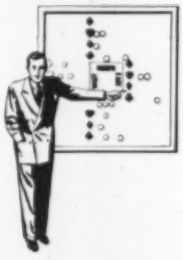
Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

THE TV PICTURE IN- SOUTHERN CALIFORNIA

Now, —for the first time—all the salient facts about television in Southern California have been assembled in one study.
In September KFI-TV commissioned a leading Western research organization to find answers for such questions as "Just how many sets does Los Angeles have?" and "What's the tune-in?". Here are some of the highlights of that report:

SET OWNERSHIP: Approximately 28,400 as of September 1. Of these about 10% are installed in public places, the remainder in homes.



SETS IN USE: About two-thirds of all sets are in use during the average evening quarter-hour. Nearly 9 in 10 Southern California set owners who are at home use their sets some time during the evening.

AVERAGE VIEWERS PER SET: About 3.5 persons.

These and many other important facts about TV audience and what's going on in the Southern California TV picture are contained in a presentation, "The TV Picture in Southern California." We will be happy to show it to you.

KFI-TV is the blood brother of KFI, Southern California's ranking station with listeners and advertisers for a quarter-century.

With its own complete and separate staff of TV experts, its all-new RCA equipment, KFI-TV has established new highs in picture clarity and entertainment during three months of experimental operation.

Now, KFI-TV is operating commercially five nights a week. Discriminating Southern California advertisers like Union Oil, Hoffman Radio, and Packard Bell have selected KFI-TV as *the* station on which to invest their *program* budget.

KFI-TV is squarely in the middle of Southern California's television picture — the best place to focus your television budget.

KFI-TV
CHANNEL 9

Earle C. Anthony, Inc.

Represented nationally by
Edward Petry and Co., Inc.

• Estimated Primary Coverage...To the .5 Millivolt Contour

Reach and sell these 120 WHB-dominated counties, bulging with the receipts of a $75,000,000-a-year milling industry, a $365,000,000-a-year livestock industry, a $223,000,000-a-year candy industry, and a cash farm income exceeding *seven billion dollars!* WHB gets results for less. Send for complete coverage data.

10,000 WATTS IN KANSAS CITY

WHB AM FM

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

NELSON CARTER, supervisor of Sunkist account for Foote, Co & Belding, Los Angeles, and **W. A. WILKINSON,** account exec tive on Sunkist Lemons, appointed vice presidents of agency.

VIC DECKER announces opening of his own advertising agen in Canton, Ohio, specializing in radio and television accounts. M Decker was formerly commercial manager and sports director of WCM Canton. New agency address is 718 McKinley Ave. N. W., phone: 5-31

HENRY von MORPURGO Inc., San Francisco and Los Angeles, a nounces opening of a television department for consultation and pr duction services in that field.

SHERWIN P. HELMS appointed manager of McCann-Erickson, S Juan, P. R., succeeding **LESLIE SEGERSTEN,** who returns to U. S. indefinite sick leave.

CHARLES O. (Chuck) DABNEY joins Presba, Fellers & Presba, Ch cago, to head radio and newly created television department.

ARTHUR PARDOLL, formerly with Young & Rubicam, and **TIMOTH HEALY,** formerly with Kenyon & Eckhardt, join Sullivan, Stauffe Colwell & Bayles, New York, as radio time buyer and manager of t research department, respectively.

CARL D. DENNIS Jr., appointed managing director of Erwin, Was of Canada Ltd., Toronto.

GERTRUDE BROWS, formerly with Buchanan & Co., New York, joi executive staff of William H. Weintraub & Co., same city, as fashi merchandising director.

J. WALTER THOMPSON, Chicago, moves its public relations, publici and financial advertising offices to 619 N. Michigan Ave. from 410 Michigan Ave. New telephone number is MOhawk 4-2770. Other d partments of agency remain at latter address.

JACK CUMMINGS, former traffic manager for Honig-Cooper, S Francisco, joins Harrington, Whitney & Hurst, same city.

GARDNER ADV., New York, adds five to staff to handle public rel tions end of U. S. Army and U. S. Air Force recruiting service a count. They are: **ALWYN W. KNIGHT,** head of operation in New Yor **CLAYTON G. GOING, GLADYS R. SCOTT, EDGAR SWASEY,** ove all head for the account, and **ALLAN PARIS,** who will join Gardne Washington office. All five were formerly associated with N. W. Ay & Son.

NORMAN GLADNEY, former radio director and account executi with Huber, Hoge & Sons, New York, joins Casper Pinsker Adv., san city, in same capacity.

SHIRLEE A. GIBBONS, former fashion publicity writer for *The Ch cago Sun* and Consolidated Millinery, New York, joins public relatio department of N. W. Ayer & Son, New York.

THE BIXBY ADV. AGENCY announces change of name to Bixb Hanaway Adv. Agency Inc. After Oct. 15, agency will be located at 5 Hospital Trust Building, Providence, R. I.

PAUL MARTIN, former program director of WKBW Buffalo, N. Y., a pointed to staff of Bowman & Block, Buffalo advertising agency. H will specialize as account executive for radio and television accounts.

G. ALEC PHARE, radio director of R. C. Smith & Son, Toronto, pr moted to managing director of agency.

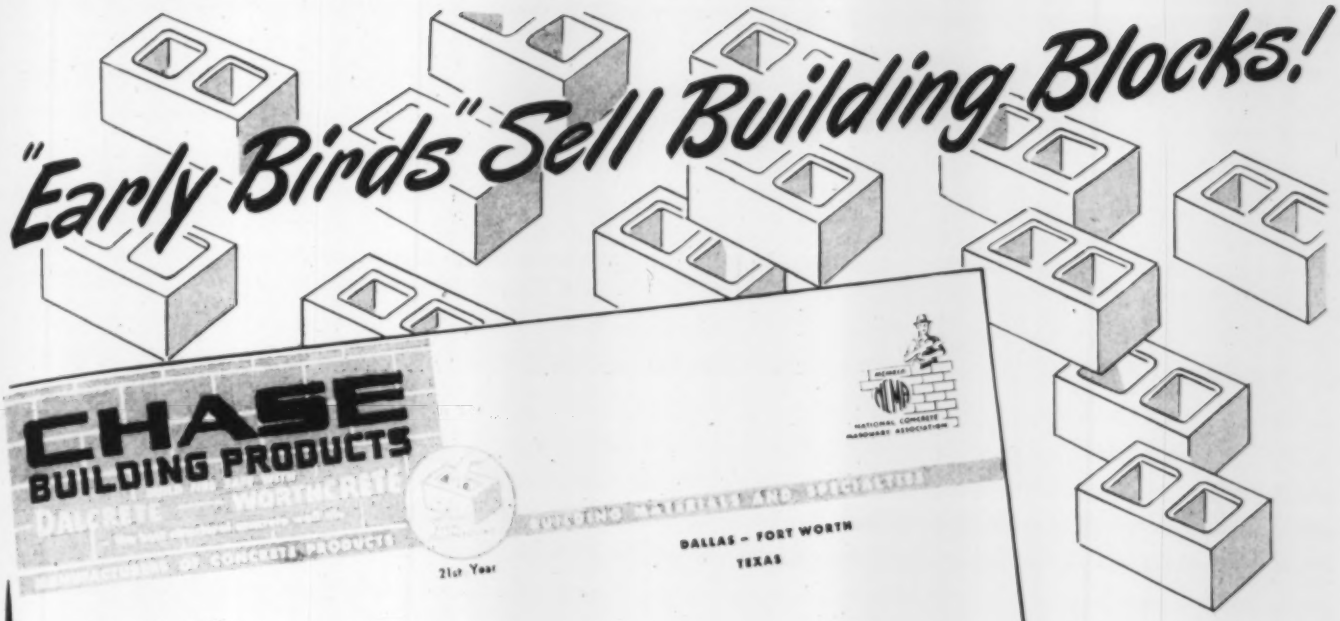
ERWIN, WASEY of Canada has opened an office at 1121 St. Catheri St. West., Montreal.

PAUL RADIN resigns as vice president in charge of motion pictu operation of Buchanan & Co., Los Angeles, to join William Kester Co., Los Angeles, as vice president. He is replaced at Buchanan & C by **FREDERICK POLANGIN,** former eastern advertising publicity d rector for Enterprise Studios, New York.

H. CHARLES SIECK Inc., Los Angeles, moved to new offices at 4 Commercial Center Street, Beverly Hills.

HARVEY ORKIN, formerly with The Orsatti Agency, Hollywood, h joined Arthur Jacobs agency, same city.

"Early Birds" Sell Building Blocks!



CHASE
BUILDING PRODUCTS

DALLAS - FORT WORTH
TEXAS

21st Year

JOHN S. CHASE, PRESIDENT

October 1, 1948

Mr. Martin Campbell
Radio Station WFAA
Dallas, Texas

Dear Mr. Campbell:

Can a manufacturer of building blocks toss a few bouquets to the Early Birds and to other members of your staff for their fine cooperation these past two years? As you know, November marks the beginning of our third year as a sponsor of the Early Birds.

When we first decided to try reaching architects, contractors and home owners by radio, there were those who shook their heads ... particularly since our product is sold under two names. Our budget called for a 15-minute spot (7:30 to 7:45 a.m.) just once a week. We elected to tell an institutional story built around case histories or specific jobs utilizing our product.

We are pleased with results. We have succeeded in building an acceptance for our two brand names -- Worthcrete and Dalcrete, especially named building products for the two markets of Fort Worth and Dallas. This program enables us to tell a comprehensive selling story on both our products and our service in these two markets. We have been congratulated by the National Concrete Masonry Association as the first member in the United States to have used a full time radio program.

Radio now takes our major advertising expenditure. Since last year the Early Birds are heard twice a week under our sponsorship. We can't praise too highly the cooperation of your staff or the sales results of this program. Since the Early Birds can and do sell concrete building blocks, it would seem they can sell any product with equal effectiveness.

Sincerely yours,
CHASE BUILDING PRODUCTS
John S. Chase
JSC:em

Thanks, Mr. Chase

There is little to add to your story except that the WFAA staff has worked hard to make WFAA the leading station in the Dallas-Fort Worth area. It has regional coverage, top talent, programming "know-how" and a loyal audience... We're proud of the WFAA Early Birds... the Southwest's oldest breakfast-type show now in its 18th year. And the Birds is only one of the many fine shows custom-built by WFAA to *sell* for their sponsors.

Represented Nationally by
EDWARD PETRY and COMPANY

Station **WFAA**
DALLAS

820 NBC 570 ABC *and* **WFAA FM**
TEXAS QUALITY NETWORK
Radio Service of the Dallas Morning News

By the Order of the F.C.C., WFAA Shares Time on Both Frequencies

STEINMAN STATIONS

NBC AFFILIATES

WKBO HARRISBURG, PA. Est. 1922

WRAW READING, PA. Est. 1922

WORK YORK, PA. Est. 1932

WEST EASTON, PA. Est. 1936

WGAL LANCASTER, PA. Est. 1922

5 STATIONS ... Sound Sales Buys

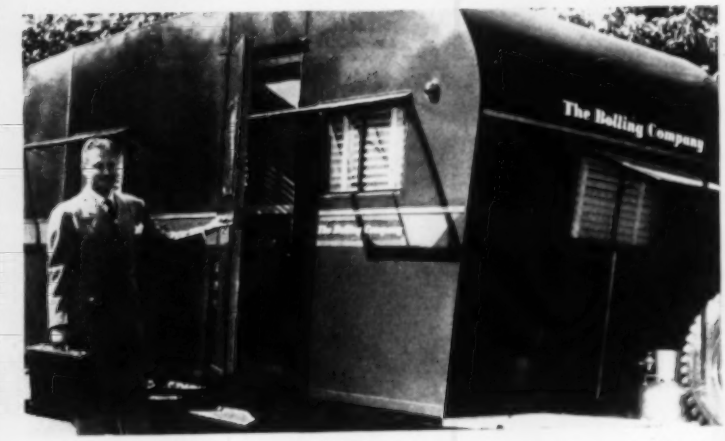
Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK • CHICAGO

SAN FRANCISCO • LOS ANGELES

Feature of the Week



Mr. Ensell about to embark for Binghamton in the Bolling trailer.

THE BOLLING Co. is really rolling—in a combination office and hotel room trailer. The station representative firm, with headquarters in New York, has added the trailer as a means of covering markets throughout the country.

George W. Bolling, president, attributes the rapid growth of the two-year-old firm to the Bolling policy of knowing markets "inside out." The trailer, working out of New York in a spider-web fashion, is an extension of that policy.

The mobile office idea was the brain-child of George W. and Robert Bolling, brothers who run the company, and E. Schuyler Ensell, vice president of the firm.

As he started on the trailer's initial trip—to Binghamton, N. Y., —Mr. Ensell outlined the general aim in three points: "(1) To probe first-hand into all phases of the commercial picture; (2) to effect, through thorough knowledge of markets and methods, successful advertiser-station alliances; and (3) to neighborize the relationship between the Bolling Co. and the stations it represents."

Stations represented by the Bolling Co. are: WHP Harrisburg, Pa.; WBNF Binghamton, N. Y.; WHOT South Bend, Ind.; WCFL Chicago; KSFD San Francisco; and WOV New York.

On All Accounts

ADOLF N. HULT, vice president of Mutual's Midwest division, emitted a low, soft chuckle.

Nothing could be finer than to have a salesman of Mac Ward's ilk representing MBS in the wide open spaces. Mac was an Iowa farm boy, graduate of a Midwestern state university, a salesman for 20 years, and a family man with three daughters—a credit to suburban Hinsdale, Ill.

MAC

But could this "hunk of man," who last April parked his six-foot-one, 210-pound frame into an easy chair in "Ade" Hult's Tribune Tower office, really sell in a manner acceptable to the "world's largest network?"

John Mackenzie Ward answered this question in just four months. By August, he had earned the title of MBS Midwest sales manager.

Mac was born on a 360-acre farm near Guthrie Center, Iowa, Jan. 4, 1906. He went to high school in Des Moines, but chose the U. of Wisconsin instead of Iowa U. When he signed up for an English course instead of agriculture, his Iowa neighbors were certain he had lost his mind. Proceeding according to plan, however, he worked on the editorial staff of the Wisconsin literary magazine, and ran just enough 440's on the Badger track team to convince the folks back home he hadn't gone "completely soft."

Graduating in 1927, and in love with one Barbara Skelly of Oak Park, Ill., Mac hied himself to Chicago for a job. He got on the *Tribune* as a classified ad salesman and a year later took Miss Skelly as his bride. After nine years on the *Tribune*, during which he progresed from classified to the business survey and merchandising departments, he was lured into station representative work at War-

(*Continued on page 75*)

IN THE Unique SPOKANE MARKET

Where Roads Are Good and Merchants Know up to 70% of their Sales will come from the Rural Areas within the 150-Mile Circle

KGA's 50,000 WATTS of Protected Persuasive Power

Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.

Spokane 8, Wash.

WWL

NEW ORLEANS

*1st in the Deep South ---Based on Latest Listener Diary Study!**

1. Biggest audience for every part of both day and night.

2. Biggest audience for the week as a whole—WWL wins by almost 3 to 1.

3. Biggest percentage of wins in all quarter-hours—WWL wins 87%—89.5% in daytime.

4. Biggest net audience for strip programs.

. . . and WWL's locally produced shows win virtually as large shares-of-audience as CBS and transcribed programs.

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey; your Katz Agency representative has it.

This is definite proof folks turn to **WWL** 1st NEW ORLEANS

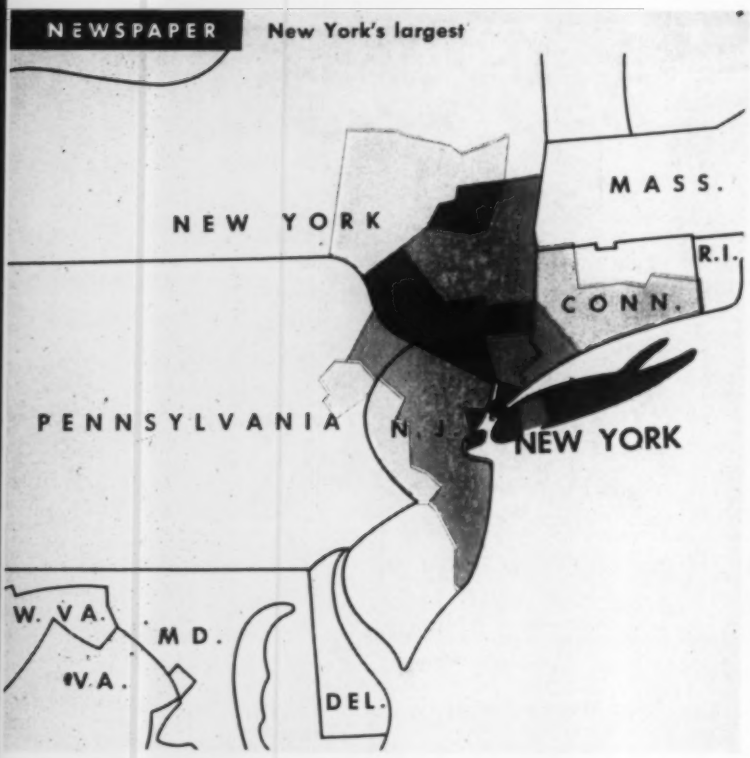
A Department of Loyola University

WWL . . . 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

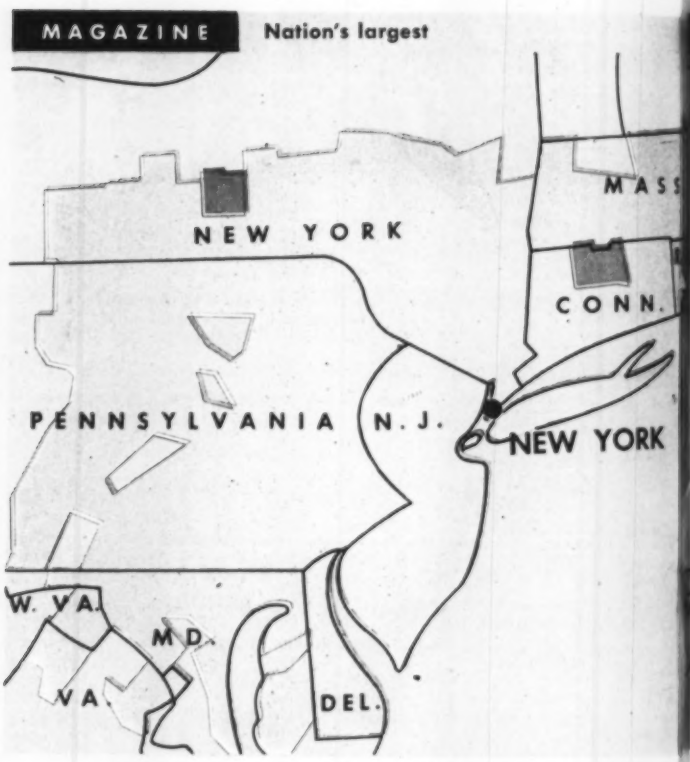
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Your *product* may blanket the area.. bu

Your product may be available to most of your prospective customers. Is your advertising? Are you using the medium that reaches the largest percentage of families in *every county* of your major distribution areas? Does your advertising pene-



Total circulation in area—2,320,466 (Audit Bureau of Circulations 3/31/47)



Total circulation in area—1,301,673 (Source available on request)

NBC

. b does your advertising?

trate those areas as thoroughly as your product? . . . Here are three maps of the New York area. Which map coincides best with the area where your product can be bought? Which medium blankets that area . . . like your product?

Total audience in area (daytime)—3,077,190 (BMB—1946)

WNBC is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations penetrate your own distribution areas.

New York	WNBC
Chicago	WMAQ
Philadelphia	KYW
Cleveland	WTAM
Washington	WRC
Boston-Springfield	WBZ-A
San Francisco	KNBC
Pittsburgh	KDKA
Denver	KOA
Schenectady	WGY
Fort Wayne	WOWO

LEGEND

- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached

SPOT SALES

EW YORK · CHICAGO · HOLLYWOOD · CLEVELAND · WASHINGTON · BOSTON · SAN FRANCISCO · DENVER

We didn't write this advertisement

It was written for us by just two among many national advertisers who have done business with us for years . . .

"What secrets do you possess? As we attempt to analyze the trends of listening across the nation we are at a loss to understand such an appreciable increase in the size of our audience in your area."

"KDYL does a wonderful job for clients and I want you to know that it is noticed and appreciated."

We think these excerpts from unsolicited letters from agencies and sponsors, tell you very plainly why—in Utah, KDYL is your best buy!

We'll be happy to send photostatic copies on request.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

New Business

BORDEN CHEESE Co., New York, through Young & Rubicam signs three New York City TV stations for series of ten spot announcements a week for 13 weeks. Company will boost Liederkrantz and Military Band Camembert cheeses over WCBS-TV, WABD and WPIX.

RUBIN'S Department Store, Chicago, after four weeks trial period with simultaneous broadcasting on AM, FM and TV of *Stars of Tomorrow*, has contracted for 13-week schedule on WGN, WGNB and WGN-TV Chicago. Agency: Malcolm-Howard, Chicago.

WINSTON & NEWELL Co., Minneapolis (wholesale food distributors in Minneapolis and Super-Valu stores in four Midwestern states), appoints Bruce B. Brewer & Co., Minneapolis, to handle advertising. Radio will be used.

GRUEN WATCH Co., Cincinnati, contracts for one-minute time spots Monday, Thursday, and Saturday on WBKB (TV) Chicago. Contract is for 13 weeks beginning Oct. 25.

PACIFIC GREYHOUND LINES, San Francisco, Oct. 24, starts 52-week sponsorship of quarter-hour weekly *Romance of the Highways* on 10 ABC Pacific Coast Network stations, Sundays (10:15-10:30 a.m. PDT). Agency: Beaumont & Hohman Inc., San Francisco.

SEALY Inc., Chicago (matresses), appoints Robert W. Orr & Assoc., New York, to handle its advertising. Spot radio will be used.

MODGLIN Co., Los Angles (Perma-Broom), extending radio programming into New York, Chicago and Cincinnati with five weekly 15-minute participation on *Morning Matinee* on WINS New York and WLW Cincinnati; and same amount of time on *Housewives Protective League* on WBBM Chicago. Both contracts for 13 weeks. Agency: W. Earl Bothwell Inc., Los Angeles.

KIERULFF & Co., Los Angeles (Motorola radio & television sets), Oct. 4 started 26 week sponsorship of ten-minute *Televiews* on KSTL (TV) Hollywood. Agency: W. B. Ross & Assoc., Los Angeles.

NATIONAL BISCUIT Co., New York, Nov. 4 renews *Straight Arrow* program for 13 weeks on the 45 Don Lee Network stations, Thursdays (7-7:30 p.m. PST). Agency: McCann-Erickson, Hollywood.

FIRST WISCONSIN NATIONAL BANK OF MILWAUKEE sponsoring three home games of Marquette U. over WTMJ-TV Milwaukee. This is first time bank has entered television. Agency: Marvin Lemkuhl, Milwaukee.

TAYLOR-REED Corp., Glenbrook, Conn., appoints St. Georges & Keyes, New York, to handle advertising for Cocoa-Marsh and Tumbo Puddings. Campaign plans include radio.

CARNATION Co., Los Angeles, adds WINR Binghamton, N. Y.; WTCB Flint, Mich.; WSAU Wassau, Wis.; KIST Santa Barbara, Calif.; and KERO Bakersfield, Calif., to list of 164 NBC stations carrying its *Carnation Contented Hour* program. Agency: Erwin Wasey & Co., Los Angeles.

HUDSON'S BAY Co., Winnipeg (chain department stores), starts transcribed program *Eddy Arnold Show* on CFAC Calgary, CFRN Edmonton, CKBI Prince Albert, CKRM Regina, and CKRC Winnipeg. Placement was by Cockfield Brown & Co. Ltd., Winnipeg.

SHIRRIFF'S Ltd., Toronto (food products), starts French program *Rigolade* on CKAC Montreal, CHRC Quebec, CHLT Sherbrooke, Fr 8:30-8:55 p.m. Agency: Cockfield, Brown & Co., Toronto.

WILLIAM WRIGLEY Jr. Ltd., Toronto (gums), from Oct. 5 to April 2 Tues., 10-10:30 p.m., sponsors French-language program *Il y a du Soleil* on CKAC Montreal, and CHRC Quebec. Account was placed by Walsh Adv. Co., Montreal.

ORANGE EMPIRE STORES, Riverside, Calif. (grocery chain), planning three weekly quarter-hour interview programs to run on four as yet undecided upon stations in area, starting about Nov. 15, on behalf of its 760 stores. Agency: Edward S. Kellogg Co., Los Angeles.

(Continued on page 82)

WNJR

NEWARK

announces

the appointment of

Avery-Knodel, Inc.

New York Atlanta San Francisco Los Angeles Chicago

as their national representatives

effective immediately

•

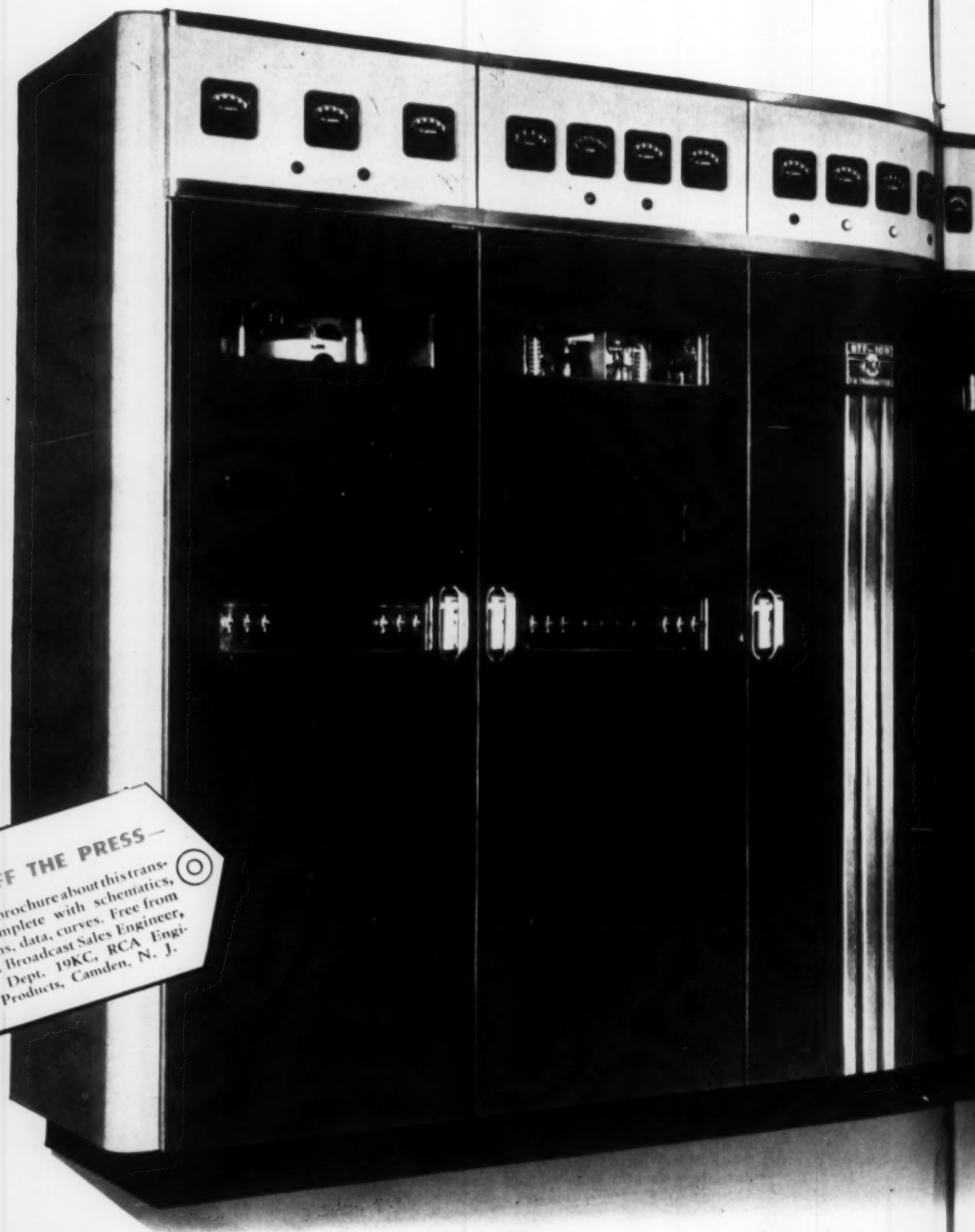
WNJR

Newark, New Jersey

5000 Watts 1430 Kilocycles

Radio Station of the Newark News

The revolutionary new 10-KW



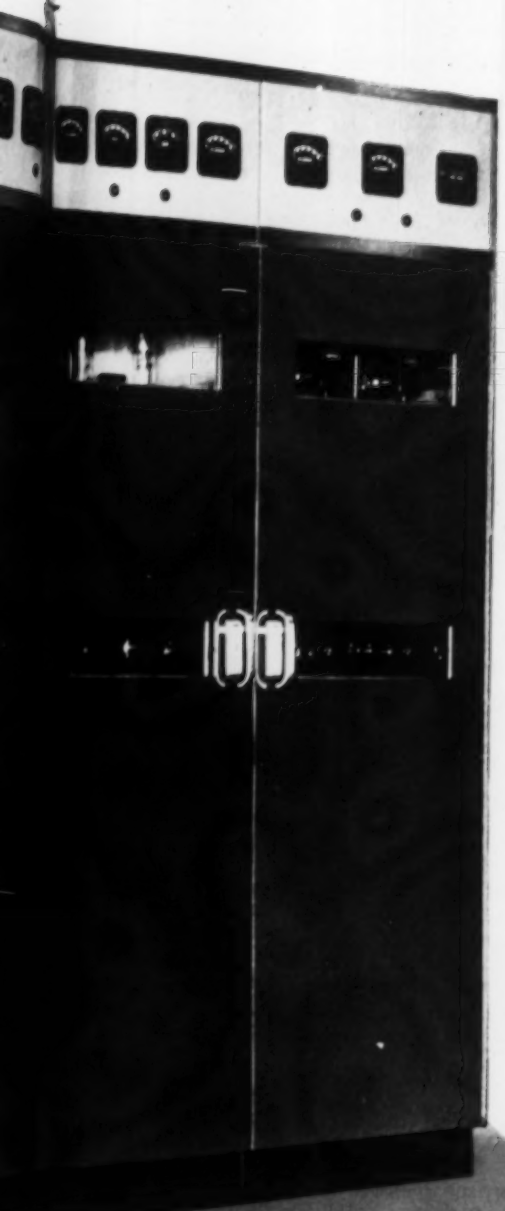
JUST OFF THE PRESS—

—a 16-page brochure about this transmitter. Complete with schematics, illustrations, data, curves. Free from your RCA Broadcast Sales Engineer, or from Dept. 19KC, RCA Engineering Products, Camden, N. J.

FM transmitter—

that saves you up to $1500 a year

Four important reasons why the BTF-10B costs less to run



Reason No. 1...It Uses Smaller, Less-Expensive Tubes. Because Grounded-Grid circuits are used throughout . . . in driver stages as well as final, the extra power of the driver stages (ordinarily wasted) automatically adds to the output of the power amplifier. Thus, the final power amplifier is not required to furnish as much power—and smaller, less-expensive tubes can be used in it.

Reason No. 2...It Uses Fewer Tubes. Because "Direct-FM" circuits are used in the exciter . . . and because one main rectifier supplies all high voltages, the BTF-10B uses substantially fewer tubes than most 10-kw designs. There are only 39 tubes, total. And only 23 of these are required for emergency operation. (The other 16 are control tubes whose failure will not take the transmitter off the air).

Reason No. 3...It Takes Less Power. Because it uses fewer tubes, because the final amplifier tubes are smaller (use less filament power), and because the amplifiers all operate at high efficiency, *the power consumption of the BTF-10B is only 22.5 kilowatts.*

Reason No. 4...It Requires Fewer Spares. Because the last three stages of this transmitter use the same type tube, the RCA-7C24, and because the overall number of tubes used is relatively small, the total *number of tube types required is only 14.* This greatly reduces the number of spares you must keep on hand.

Ask the RCA office nearest you to give you the figures which prove these claims

New York 20, New York
36 W. 49th Street,
Telephone: Circle 6-4030

Cleveland 15, Ohio
718 Keith Building,
Telephone: Cherry 3450

Chicago 11, Illinois
666 N. Lake Shore Drive,
Telephone: Delaware 0700

Atlanta 3, Georgia
502 Citizens & Southern Bank Bldg.,
Telephone: Walnut 5946

Dallas 1, Texas
1907-11 McKinney Ave.,
Tel.: Riverside 1371, 72, 73

Hollywood 28, California
1560 North Vine Street,
Telephone: Hollywood 2154

San Francisco 3, California
1355 Market Street,
Telephone: Hemlock 1-8300

Kansas City 8, Missouri
221 W. 18th Street,
Telephone: Victor 6410

Washington 6, D. C.
1625 K. Street, NW,
Telephone: District 1260

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Telestatus

(REPORT 29)

Measurement of TV Costs

By DR. PETER LANGHOFF

FOR BOTH radio and television entertainment the American public expects the advertiser to pick up the check. In radio the advertiser fights for the privilege. Will he in television? That depends on whether or not he is convinced or has a reasonably strong belief that television produces results commensurate with its cost. . . .

We will get a measure of cost if we can assign values to four variables: (a) Sets owned, (b) sets-in-use, (c) viewers-per-set and (d) expenditures for time and program.

● Sets Owned:

Over 700,000 television sets have been manufactured. Probably 650,000 have been installed. The others are in the supply pipeline—in the hands of distributors and retailers. Geographically these sets have, of course, clustered in areas which have TV broadcast coverage. The competitive situation among manufacturers has restricted the release of distribution figures. Even where such figures are available the sales areas do not necessarily correspond to the telecasting areas. Consequently, the data we have on the location of sets is necessarily rough. I have found no authoritative set of distribution figures although there are many sources releasing monthly figures. I am using a composite of several sources.

For areas with more than 10,000 sets:

New York	325,000
Philadelphia	70,000
Los Angeles	40,000
Chicago	35,000
Baltimore	22,000
Washington	20,000
Boston	15,000
Detroit	15,000

The need for reliable circulation figures in competitive media buying is obvious.

In addition to estimates of present ownership, numerous predictions of television set production and sales have been made. Take any one you like and you will not be too far from a figure of 850,000 sets owned by the end of 1948 and 2,300,000 by the end of 1949. This means the present number of sets will nearly quadruple during the next 15 months. These estimates are not at all inconsistent with present production trends, but to achieve the increasing rate of sales necessary to reach these goals we need better programming and smart merchandising.

● Sets-in-use:

Hooper surveys made in the New York area show a very high level of set use, if we exclude the summer months. Evening levels, when average programs are available from two or more stations, are found for the most part between 45% and 70% with the median at about 60%. This is all the more remarkable when we consider that from 15% to 20% of the families are reported as not at home. Comparable figures for radio are 15% to 45% sets-in-use with a median at about 30%. In other words, television gets about 100% higher set usage during evening hours than does radio.

We find a marked slump in July and August. Our television median drops to 40%; radio hits a median of 20%. Even here, television maintains its two to one superiority.

YOUNG & RUBICAM'S director of research, Dr. Peter Langhoff, sets out herewith to arrive at a measure of television costs. His conclusions present a strong case in behalf of the medium. The piece is excerpted from a well-received talk Dr. Langhoff gave Oct. 12, at the Pacific Council AAAA convention, Arrowhead Springs, Calif.

Is this high level of television set use a temporary product of newness and novelty of the medium? Many think so. For the first time here today, I believe, we have some factual evidence on this point about which we have all been curious and perhaps a little worried.

From a special [Hooper] tabulation of coincidental telephone checks made in New York . . . we have found the level of set usage by three groups of set owners.

These three groups were matched as closely as possible in all respects but one—the length of time the set had been installed. Each group was a sample of between 500 and 600 homes. The first group were the "brand new" set owners—their sets had been installed for three months or less. The second group had had their sets from 4 to 12 months. The third group were the pioneers—they had had their sets for one year or more.

The standard telephone checks were made by Hooper interviewers between 8:30 and 9:15 p.m. . . . between Sept. 8 and 14. Of the television homes that had had their sets 3 months or less, 60% were using them at the time the calls were made. This 60% level was maintained by the group that had had sets more than 3 months but less than one year. While for the old timers, who had had sets for a year or more, the level dropped to 54% or only six points below the younger groups. There is a novelty factor initially in television. . . . Interest soon wears down to a hard surface—what now appears to be a high level surface. . . .

Opposing forces will develop to influence the level of set usage. Forces tending to increase set use will be better studio programming, better techniques for handling special events, greater diversity of programs. In the other direction tending to decrease set usage for any specified hour, will be the increasing numbers of telecasting hours from which the family may select its television fare.

● Viewers-per-set:

This . . . variable . . . has been unduly inflated in past reckoning because of the large proportion of earlier sets which appeared in public places and which weighed very heavily in the computations of a year ago. Disregarding bar and grill audiences . . . the average viewers-per-set for evening programs is now about four. It seems reasonable to expect this average to drop further as TV grows. The most obvious factor acting to decrease the number of viewers-per-set is the increasing number of sets. With more sets the audience will be spread thinner. The increasing number of program hours on the air operates on the...viewers-per-set in the same way as on the viewing family or sets-in-use. We assume the members of the set-owning family become more selective of programs . . . For the men, present indications are that this means sports; for the women the films and studio shows, and for the kids their own special favorites. In this process they thin out their viewing habits relative to the total programs available. This reduces average viewers-per-set. . . .

● Expenditures for time and program:

The remaining variable . . . is the cost of producing and delivering television shows to our audience . . . I have limited the area geographically to Metropolitan New York. I have taken a hypothetical evening half-hour and assumed five stations are telecasting. I have estimated the total cost of the five television programs on the air during this half-hour—time and talent. The costs are based on a variety of program types which might be found in a typical evening half-hour.

Evening Half-Hour

Station	Program	Estimated Time and Talent Cost
A	Quiz	$1,800.00
B	Sports	2,200.00
C	Dramatic	5,600.00
D	News	1,400.00
E	Film	1,000.00
		$12,000.00

If we assemble the estimates made for the four variables we can produce an average cost per thousand viewers for TV broadcasting under average conditions in Metropolitan New York. . . .

(a) Sets owned	325,000
(b) Sets-in-use	60%
(c) Viewers per set	4
(d) Total cost—half hour	$12,000.00
Cost per 1,000 viewers per half hour	$ 15.40

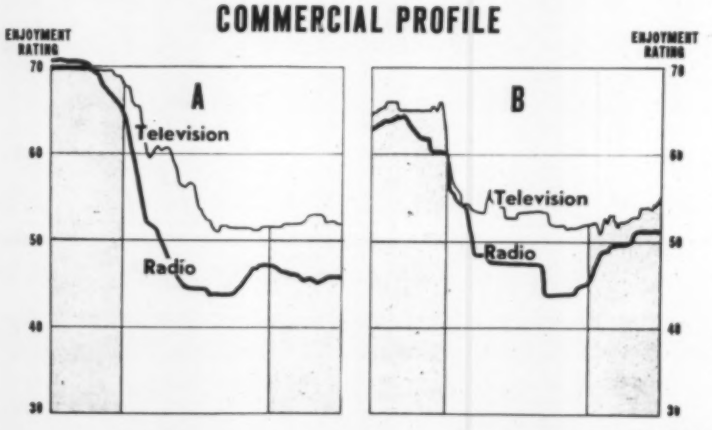
If you want to cut this figure in half . . . assume two commercials in the program and we get $7.70 per 1,000 viewers per commercial.

Cost per thousand exposures is only one blade of the shears; the other is impact and penetration of the advertising message. Recently, considerable evidence has been coming to light on this payoff side of the problem. Telephone coincidental checks have turned up accurate sponsor identification percentages in the 70's and 80's. These are for shows which have been on the air a relatively short time.

Outstanding is the sponsor

(Continued on page 78)

COMMERCIAL PROFILE



WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, it's WMAR-TV for Traditions

Ask any stranger to Baltimore what he considers most typical of the city and he will probably say, "Those white marble steps." Baltimoreans are proud of those white stone steps. White steps are a Baltimore tradition.

Television is still too young to have any real traditions of its own, but a responsible television station can capture the flavor and personality of a city. That respect for traditions—shown by WMAR-TV through selective programming—has been reflected in widespread public acceptance.

Marylanders see themselves, the things they know and love, and the things they respect, through the eyes of their "own" station, WMAR-TV.

Only WMAR-TV gives Maryland such typically Maryland programs as: a daily television newsreel of *Maryland* news; every day of the fall race meets at *Laurel* and *Pimlico;* the *Baltimore* Colts, professional football team; the *Baltimore* Bullets, professional basketball team; high school and college sports of *Maryland* schools; the *Baltimore* Orioles baseball games; a weekly visit to The *Baltimore* Museum of Art.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVENUE · NEW YORK 18, N.Y.

Success story:

A furniture store in Richmond advertised radio sets over WLEE for a year. They sold more radios that year than in the previous two years combined. And radio sales were off in other stores all over town!

After this successful campaign, these smart merchants concentrated one-half of their entire advertising budget with WLEE. They say station WLEE produces the best results they ever had from any advertising media.

More and more national advertisers are following the lead of local Richmond merchants by using WLEE. They're doing this because WLEE gives advertisers the kind of quick, immediate results that really count. Call in your Forjoe man and get the full WLEE story.

WLEE Mutual in Richmond

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representative*

BROADCASTING
TELECASTING

Vol. 35, No. 16 WASHINGTON, D. C., OCTOBER 18, 1948 $7.00 A YEAR—25c A COPY

ALL-RADIO PROMOTION

95% Endorse Plan, TRENDS Finds

AN AVERAGE of 19 out of 20 station managers favor an industry-wide, all-radio promotion campaign. Almost half (45%) of those favoring such a campaign believe it should embrace television and FM as well as AM. Seven out of ten managers believe either NAB or a subsidiary organization should handle the promotion, with assessment by NAB mentioned as the most popular fund-raising method.

These were among the facts brought out in the eleventh survey of station manager opinion (16th in the BROADCASTING TRENDS series) conducted for BROADCASTING magazine by Audience Surveys Inc. The research firm polled a representative cross-section* of managers of commercial AM stations in September and asked:

(1) Whether the broadcasting industry should launch an all-radio promotional campaign.

(2) By whom it should be administered.

(3) How the funds should be raised—and how much should be raised.

(4) Which projects should be included.

(5) Their reaction to the NAB radio promotion film.

The questionnaire was prefaced with the statement: "Printed media allocate over $2,000,000 annually for general promotion. The radio industry has as yet no such comprehensive plans for promoting broadcasting as an advertising medium. This questionnaire explores the feasability and techniques of such all-radio promotion." The survey follows:

"Should the broadcasting industry launch a major all-radio promotional campaign?" (See Table I)

Nineteen out of 20 station managers would like to see an industry-wide promotional campaign launched. Of the few who did not want a campaign, some thought the idea was premature; the others believed the individual stations could do a better job.

Almost half (45%) of the station managers favoring a promotional campaign thought that it should embrace TV and FM as well as AM broadcasting. About one-fourth (24%) wanted it restricted to AM only. The AM and FM combination was favored by 17%, and AM and TV by only 9% of the respondents.

"By whom should the campaign be administered?" (See Table II).

Seven out of ten station managers wanted either the NAB or a subsidiary organization to handle the campaign; among these the NAB itself was favored two to one over a subsidiary group. One-fourth (26%) of the broadcasters voted for a separate organization set up specifically for the cam-

(Continued on page 62)

* A sample of U. S. commercial AM stations in operation September 1, 1948, controlled for proper balance by city size, network affiliation, base hour rate and geographical area.

Table I

"Should the broadcasting industry launch a major all-radio promotional campaign?"

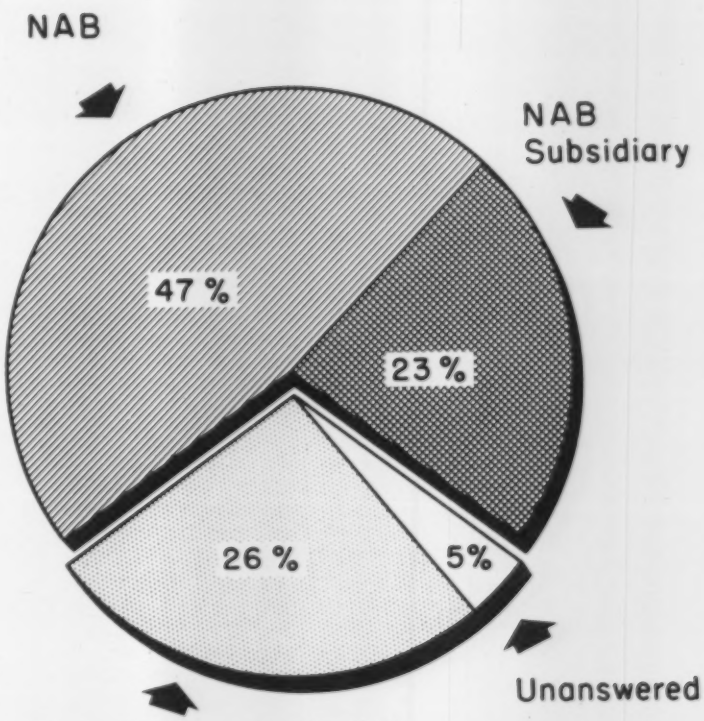
	% of stations
Yes	95
No	5
	100%

If yes, should it include:

	% of stations favoring a campaign
AM only	24
AM and TV	9
AM and FM	17
All three	45
Indefinite and unanswered	5
	100%

Table II

"By whom should the campaign be administered?"



WOODSHED FOR FCC

Probe Session Seen

By ED KEYS

STILL SMARTING from its two previous thrashings, FCC is destined for a post-election trip to the Congressional woodshed for a prolonged session with a House committee seeking an explanation for the Commission's Blue Book and other controversial activities.

There is little likelihood that the Commission will enjoy a carefree recess until the House Select Committee to Investigate the FCC reopens its public hearings in mid-November.

Frank T. Bow, general counsel of the committee headed by Rep. Forest A. Harness (R-Ind.), told BROADCASTING last Thursday that he and two other committee investigators have made arrangements to leave Oct. 21 for Puerto Rico, where they will look into complaints of private broadcasters there over the grant of a commercial station to the insular government [BROADCASTING, Oct. 11].

'Continuous' Hearings

Mid-November hearings of the committee will be "continuous," Counsel Bow revealed. From these and previous hearings will stem the committee's recommendations for remedial legislation. Other committee members are Reps. J. Percy Priest (D-Tenn.), Oren Harris (D-Ark.), Leonard W. Hall (R-N.Y.), and Charles H. Elston (R-Ohio).

Although the agenda has not been announced, the Blue Book, reportedly, will be one of the chief targets. It is mandated by Congress to learn if the Commission had the authority to promulgate and issue its so-called Blue Book and if it is being used, directly or indirectly, by the Commission to impose program censorship on the industry, in violation of Sec. 326

(Continued on page 63)

McElroy Is Named President of P&G

NEIL H. McELROY, vice president and general manager of Procter and Gamble Co., Cincinnati, was elected president of the firm by the board of directors last Wednesday. Richard R. Deupree, whom Mr. McElroy succeeds as president, made the announcement. Mr. Deupree was elected chairman of the board at the same meeting, a position which was last held by William Cooper Procter.

Mr. McElroy

The board of directors also re-elected the other officers of the company and elected three additional vice presidents, to be in charge of manufacturing, advertising and overseas operations. John G. Pleasants, who has been director of manufacture, now becomes vice president in charge of manufacture; Howard J. Morgens, formerly manager of the advertising department, becomes vice president in charge of advertising; Walter L. Lingle Jr., who has been manager of the overseas division, is vice president of the overseas operations.

All directors of the company were re-elected, and Reuben B. Robertson Jr., executive vice president of the Champion Paper and Fibre Co., Hamilton, Ohio, was elected director to succeed George Dent Crabbs, deceased.

GANNETT GROUP

Wiig Heads 6-Station Radio Operation

THE SIX stations of the Gannett Newspapers have been officially named the Gannett Radio Group, according to Frank E. Tripp, general manager, with Gunnar O. Wiig appointed group counsel. Mr. Wiig continues as general manager of WHEC Rochester and Bernard C. O'Brien continues as WHEC chief engineer while serving a similar post for the station group.

Messrs. Wiig and O'Brien were named to the consultant posts by Paul Miller, under whose general executive supervision the radio group will function.

Mr. Wiig

In announcing the group designation, Mr. Tripp said:

"The aim is to facilitate cooperation among group stations and to establish the Gannett Radio Group as a specially considered entity in the radio-television industry. All of our radio and television operations will continue under the general executive supervision of Paul Miller, who assumed this responsibility in addition to other duties some time back."

Commenting on the group consultant functions, Mr. Tripp said both Messrs. Wiig and O'Brien "have for years made their experience available to all of our stations. The arrangement Mr. Miller is making for them rightly recognizes and regularizes their contribution."

Mr. Wiig said he had long felt that the radio division should be developed as a separate Gannett group. "The interchange of relationships," he explained, "will help promote a better all-around presentation and greater recognition of the Gannett Group in the radio industry."

Mr. O'Brien said that viewed technically, the group operation should bring important gains through pooling of engineering experience. He anticipates advantages in channeling problems and plans of radio men through a single office.

Mr. Wiig, a native Norwegian, entered radio in 1927, joining WHEC as a continuity writer and public relations man. He acquired a reputation as a baseball broadcaster and handled the 1933 World Series over a network. Mr. O'Brien is a native of Rochester and joined WHEC in 1929.

The six Gannett stations are WABY Albany, WENY Elmira, WHDL Olean and WHEC Rochester, all in New York State; WTHT Hartford, Conn., and WDAN Danville, Ill.

"Both Wiig and O'Brien have for years made their experience and service available to all of our stations. The arrangement Miller is making for them rightly recognizes and regularizes their contribution," explained Mr. Tripp.

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RADOX COST PER SET CITED BY SINGLINGER

"RADOX, the new instrument for instantaneous audience measurment, can monitor radio and TV sets at a cost of $100 each per year, while the Nielsen method costs $1,200 a year per set," said Albert E. Singlinger, radox inventor, at a luncheon meeting of the American Marketing Assn. last Wednesday in New York.

In lieu of an "actual demonstration" of the device, Mr. Singlinger distributed TWX reports on the 60 sets being monitored in Philadelphia.

Speaking of the low cost of the new system, Mr. Singlinger disclosed that the gadget (transphaser) attached to selected radios costs just $1.98.

TV-FM TIMETABLE

Engineering Conference Dates, Agenda Set

TIMETABLE for review and revision of both television and FM technical standards was announced by FCC last Friday, providing for a series of engineering conferences to be held "on or about" Nov. 30 and Dec. 1 and 2.

The schedule calls for the Commission to release data on tropospheric transmission and collateral problems about Oct. 20 and to issue TV and FM channel studies about Nov. 15, so industry engineers may study them in preparing for the conferences.

The agenda for the various conferences also were revealed—the one "on or about" Nov. 30 to deal with propagation standards for the VHF region; the one about Dec. 1 to consider television standards, and the one about Dec. 2 to deal with FM standards.

The conferences are an outgrowth of the Commission's decision to review existing standards with an eye to making changes "in order to assure that the Commission's national television allocation plan should be based on the soundest engineering foundation." Pending a decision on standards, FCC has imposed a freeze on video [BROADCASTING, Oct. 4].

Although discussions heretofore have centered on changes in the TV standards, the decision to review those for FM was not unexpected [BROADCASTING, Sept. 13]. FCC explained: "Since the FM broadcasting service is directly affected by any action taken with respect to propagation in the VHF band, revision of the Rules, Regulations and Standards of that service is made a part of this proceeding."

Text of FCC's announcement:

In order to facilitate and expedite the promulgation of rules, regulations and standards herein, the following schedule will be followed:

(A) On or about October 20, 1948, the Commission will make public:

(1) A report containing (a) a summary of available measurements of tropospheric fields, (b) empirical method of treating measurements to formulate field intensity vs distance curves for various frequencies for various percentages of the time and (c) representative tropospheric field intensity curves for antenna heights of 500 feet and 30 feet for various frequencies and percentages of time derived by the foregoing method.

(2) A study of the effects on service of the simultaneous fading of both the desired and undesired fields from tropospheric causes.

(3) A report on measurements made at Princeton, Southampton and Laurel on frequencies of 47.1, 106.5 and 700 mc. radiated from transmitters in New York City.

(4) A study of the effects of terrain upon average signal levels as compared to smooth earth values and upon the variability of signal levels within limited areas.

(B) On or about November 15, 1948, the Commission will make public:

(1) A TV channel study showing the effects of ground wave and tropospheric interference on representative service areas of stations allocated in accordance with the Commission's Notice herein of May 5, 1948, as amended in the Commission's Supplemental Notice of July 15, 1948.

(2) A TV channel study in a representative area showing the effects of ground wave and tropospheric interference on the service areas of presently operating stations and CP's, but with other allocations spaced so as to protect the 500 u/m countors 90% of the time. (All allocations to be based on 50 kw/500 ft. in the center of the principal city.)

(3) Channel study for FM showing the effects of ground wave and of tropospheric interference for 1% and 10% of the time on representative channels.

(C) On or about November 30, 1948, December 1, 1948 and December 2, 1948, the Commission will hold a series of engineering conferences in Washington, D. C.[1] All interested persons are invited to attend said conferences, participate fully therein, and to submit written data, views, or arguments with respect thereto. To assist the Commission in the expeditious conduct of said conferences, it is requested that persons who plan to participate therein file (by letter) notice of their intention to do so at least one week prior to the date of commencement of said conferences. Written statements may be filed on or before the dates of the respective conferences.

(D) The first conference to be held on or about November 30, 1948, will be on VHF propagation standards to arrive at standard methods of evaluating the effects upon propagation of the following factors:

(1) Tropospheric effects—

(a) Variations with time in the field intensities to be expected at various distances from the transmitter, as functions of transmitting antenna height and of frequency.

(b) Range of diurnal variations.

(c) Range of seasonal variations.

(d) Effects on service of the simultaneous fading of both the desired and undesired signals.

(2) Terrain effects—

(a) Shadows—relation of the average field intensity in a limited area or limited section of a radial to calculated values as a function of the profile between the area and the transmitter.

(b) Urban field intensities—validity of the FCC standards on Ground Wave Signal Range charts for predicting nearin fields in city areas.

(c) Local terrain effects—variability of field intensities as compared to the average over a limited area or distance.

(d) Receiving antenna height-gain factor-validity of assuming a uniform variation of field intensity with receiving antenna height for relating mobile measurements made at low antenna height to the standard receiving antenna height of 30 feet. Consideration of the alternative method of spot measurements at 30 feet height.

(e) Apparent transmitting antenna

(*Continued on page 71*)

[1] The exact date and place of each conference will be announced at a later date.

RMA MOBILIZATION

Weak Spot Is Military Bidding

SWIFT conversion of the vast electronics industry to emergency production is being jeopardized by "speculative hazards" in the military's bidding system, Radio Mfrs. Assn. charged last week.

In releasing its mobilization plan, RMA's Industry Mobilization Policy Committee came up with a program designed to spread the military load throughout the electronics industry.

The plan, presented to the Munitions Board, is entitled "The RMA Plan for Utilization of Industrial Resources for Military Purposes as Applied to the Radio Division of the Electronics Industry."

It is offered as a model for all American industries.

Weak spot in the present competitive bidding system used by the military, according to the RMA committee, is the fact that only a small portion of the industry is now engaged in government work, despite the sharp increase in military requirements.

In radar transmitters alone, production of $27,298,900 for the second quarter of 1948 was double that of the first quarter, indicating the speedup in military requirements.

With mobilization becoming an increasingly critical issue, problems of arming the country are "immensely more difficult" now than prior to World War II, according to R. E. Gillmore, vice chairman of the National Security Resources Board in an address Oct. 12 to the Controllers Institute of America, meeting in New York.

Mr. Gillmore said that in its few months of life the board has made good progress and is about to come up with a complete emergency program. It will include legislation, organization plans, control procedures, roster of key personnel, balance sheet of resources and requirements, and a program for economic stabilization.

With the economy "fully loaded," Mr. Gillmore added, diversion of farm and industrial capacity to war purposes would bring a drastic cut in the general level of public consumption, much more rigid than in World War II.

In its industry mobilization plan, the RMA committee insists that "as many prime contractors as possible" be created to get the industry as a whole back into government business. Recalling electronics production in the last war, the committee reminds that present volume of military output may soon equal the entire billion-dollar production of the industry in 1947.

This business, it is pointed out, is being done by competitive bidding "with all of the speculative hazards for both the government and the contractor of that method of doing business."

This problem is so serious, it is stated, that the committee believes "the radio industry cannot be induced to participate wholeheartedly in current procurement under this method of procuring, nor are we convinced that this method will result in lower costs to the government in the long run."

Coordinated Plan

A coordinated, closely-regulated plan would bring industrial stability which would be reflected in better apparatus and reduced costs, the committee continues. "By developing a plan that embraces an industry rather than a selected few large companies on the one hand and unknown quantities, sometimes dredged up by competitive bidding, on the other, the accumulated design and manufacturing knowledge of an industry is available for expanding production of equipment sufficient for peacetime use to great mass production for war use."

Starting point for the committee's project was a plan prepared last spring by W. A. MacDonald, Hazeltine Electronics Corp. The Munitions Board has been studying the MacDonald plan since May, along with proposals such as one by Leighton H. Peebles, consultant to the National Security Resources Board. Mr. Peebles was head of the WPB's wartime communications division. He presented his plan last June 25.

RMA's committee decided the MacDonald plan, with some changes, "would best serve the government by securing the wholehearted cooperation of industry which is the basic aim of industrial preparedness."

In submitting the RMA plan, Fred R. Lack, Western Electric Co., committee chairman, said it "serves as a sound foundation for other necessary government planning" in that it offers a fully-coordinated participation by the industry as a whole.

Describing the electronics World War II job as "second to none," the committee noted that the present industry comprises some 200 manufacturer-assemblers and 150 parts suppliers. The bulk of these units must take part in military production, it is stated, "if rapid all-out mobilization is ever to be accomplished with success, and this participation must be along the lines of good business procedure."

An "adequate" military department could be supported by backbone companies if they had a minimum of 25% of current billings in military work at a reasonable profit, in the committee's opinion. Specialists would thus be doing the work. Where a 25% minimum would not justify setting up a special department, a subcontractor relationship with prime contractors could be developed.

RMA advocates the "leader" type of operation that was successful in shipbuilding and some phases of electronics in the last war. This would provide for a four-man committee appointed by the government, with one civilian and three service members, to coordinate procurement to leader companies. An industry advisory committee would act as consultant and technical advisor to the four-man group. Leader companies would take responsibility of educating and would bring along other companies by subcontracts. Qualified service officers, ready for retirement, would serve as consultants.

The committee opposes government suggestion that productive capacity be allocated among the three military agencies. It also opposes letting of contingent contracts and appointment to each producer of a military procurement planning officer. This three-fold setup would become a "strait jacket" hampering production, it is stated. The committee feels the end product should be allocated, leaving individual industry units free to produce items they can handle.

Further study of the parts supply problem was advocated, since the main wartime radio bottleneck was supply of some critical parts.

Ruppert Beer Account Is Dropped by L. & M.

LENNEN & MITCHELL, New York, has resigned the Ruppert Brewery account, it was announced by Ray Vir Den, president of L&M. The agency will continue to handle the account pending the appointment of a new agency.

L&M was reappointed advertising representative for Ruppert in October 1946, after having previously served in the same capacity in 1938 and 1939.

AD COUNCIL

All-Media Drive to Plug U. S.

IN WHAT is expected to be one of its largest campaigns to date, the Advertising Council last week laid plans for its "program for a better understanding of the American economic system," to be launched next month. Geared to furnish the American people with "the soundest information campaign against communism yet contrived," the campaign will utilize every media known to advertising, involving probably hundreds of thousands of dollars.

In a meeting last week between the four major networks, a committee to plot radio participation in the drive was formed. It is composed of Robert Saudek, ABC vice president; Davidson Taylor, CBS vice president and director of public affairs; Phillips Carlin, MBS vice president in charge of programs; Ken R. Dyke, NBC administrative vice president, and Harold Fair, NAB Program Department director. The committee will meet with George P. Ludlam, council vice president, and Gordon Kinney, radio director, to report plans to reach a goal of 180-million "listener impressions" per month.

Definite radio and television allocations for the year-long campaign, which has been shaping for two years, will be made at a later date. At present spot announcement on regional and national networks are planned, for use on commercial and sustaining shows. Networks will prepare full-length shows explaining dramatically the American system. NAB will work with non-affiliated stations in shaping their participation.

Contributions Made

To aid the council in its fight against "ignorance—the gravest threat to the American economic system," General Electric Corp., Schenectady, and General Foods Corp., New York, have each contributed $100,000 in space. Four agencies—Benton & Bowles; Foote, Cone & Belding; J. Walter Thompson Co., and Young & Rubicam—have planned to run ads over their own names.

The campaign was prepared by a joint committee of the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Don Belding of Foote, Cone & Belding was committee chairman.

Charles G. Mortimer Jr., General Foods Corp. vice president and Advertising Council chairman, said the project is the "soundest information campaign against communism yet devised, and I think it noteworthy that it scarcely mentions the word.

Mr. Mortimer

"Communism flourished in a vacuum of information. We propose that business do what it has so long talked about—fill this vacuum with accurate information about how our system works, what it has done for us, above all, what it can do for us in the future.

"If this is done, and done in sufficient volume, it would seem to us as though nobody but a stooge or a 10-carat crackpot would fall for the siren song from Moscow."

MIKE AMOUR

Parties Embrace Radio as Election Nears

COMING into the election day homestretch both major political parties were milking their national budgets for every available cent to meet highly-intensified radio activities.

With preliminary radio appeals to the voters already in the past, the Democrats and Republicans have squeezed an aggregate sum of over one-half-million dollars from their treasuries for national network time only.

Fortunes are being offered, likewise, by local, state and regional party groups and other sponsors as backing for national speakers—sums not reflected in the national expenditures. Paid local, state and regional stump time lifts the spending rate millions of dollars. Although not traceable, time purchased by local and state political groups and candidates, inflates the political kitty to a sum more nearly resembling a Congressional appropriation.

POLITICAL MENACE
Demos' 'Secret Radio Weapon'
Pokes Fun at GOP

THE WOMAN'S division, Democratic National Committee, pulled its pre-ballyhooed [CLOSED CIRCUIT, Oct. 11] secret radio weapon out of its collective hat last Tuesday at a luncheon—unveiling it for the press at New York's Biltmore Hotel. Not a radar-guided, Dewey-destroying epithet, the much more lethal weapon turned out to be a disk jockey.

A record program, produced by Don Gibbs of Warwick & Legler, New York agency for the show, and dreamed up to boost the Democratic record, evolved into *The Democratic Record Show*. It is aired on the full ABC network Mondays, Wednesdays and Fridays, (3:45-4 p.m.). Records and gags, emceed by a personable, but herein nameless ABC announcer, constitute the lion's share of the program. A short speech by a member of the woman's division rounds out the show. According to Mr. Gibbs, the most difficult technical problem involved keeping a woman speaker to a minute-and-a-half.

Utilizing radio's full bag of tricks to woo female listeners from daytime soap operas, the program employs giveaways, testimonials, nursery rhymes, recipes (Dewey double-cross dumplings, for one) and other such gimmicks.

First program poked fun at the 80th Congress, with the help of an old Eddie Cantor recording of "Potatoes Are Cheaper, etc.", and also carried a hitch-hike routine with the ghost of Congress, hurrying away to haunt Candidate Dewey. The giveaway was something that "makes you the most important person in the country" —The Vote!

GOP headquarters revealed that up to Oct. 22 a total of 22 half-hour, coast-to-coast network periods had been booked, in addition to local and regional time. It was unofficially estimated that the national time had drained approximately $330.000 from the coffers, exclusive of time arranged by local, state or regional sponsors. All the time the Republicans scheduled was during the high-priced evening periods.

The Democrats were believed already to have siphoned off an estimated $151,000 in national time alone. The Democratic National Committee has scheduled nine half-hour coast-to-coast network time periods. In addition it has spent an estimated $16,000 for its four quarter hour women's programs, plus three half hour regional broadcasts and local time.

Democratic Committee officials have acknowledged [BROADCASTING, Sept. 27] that the Democrats have a radio campaign chest of from $750,000 to $960,000. During the 1944 campaign the Democrats spent $714,000 for radio time. It is expected, this year, that more than $600.000 of the Democrats' national allocation for radio will be expended during October.

A last minute spurt, on the part of both parties, is already in evidence. Political "giveaway" promises are expected to be emitted at practically every turn of the dial from now to Nov. 2.

Late last week there were already clear indications of the promiscuity of political wooing that could be expected via the air waves for the remainder of the month.

President Truman was scheduled to speak over the full MBS network 10-10:30, p.m. Oct. 25 from Soldiers Field, Chicago, and 9:30-10 p.m., Oct. 29 from the Academy of Music in Brooklyn. The Political Action Committee of the CIO has purchased time for an address by the President Oct. 28 from the Waldorf Astoria Hotel, over 17 MBS New York stations. WMCA New York will be the local outlet.

Forthcoming speeches by GOP representatives on nationwide networks include the following.

Oct. 20—House Speaker Joseph W. Martin from Beckley, W. Va., MBS, 8:30-8:55 p.m. (EST).
Oct. 26—Gov. Thomas E. Dewey, from Chicago, NBC, 10-10:30 p.m. (EST).
Oct. 27—Gov. Dewey from Cleveland, NBC, 9-9:30 p.m. (EST).
Oct. 28—Gov. Dewey from Boston, CBS, 9-9:30 p.m. (EST).
Oct. 29—Gov. Earl Warren from San Francisco, NBC, 10-10:30 p.m. (EST).
Oct. 30—Gov. Dewey from New York, NBC, 9:30-10 p.m. (EST).

In addition, CBS announced last Thursday that both major parties have scheduled campaign "round-up" broadcasts over the full network for the night of Nov. 1, election eve.

The GOP Presidential candidate has also scheduled a speech over the ABC Midwestern television network for 10 p.m., Oct. 26, as part of a 30-minute program, sponsored by the Dewey-Warren Clubs of America. He will be seen on WENR-TV Chicago, WXYZ-TV Detroit, WTMJ-TV Milwaukee, WSPD-TV Toledo, WEWS (TV) Cleveland. WBEN-TV Buffalo and KSD-TV St. Louis.

A new emphasis has been placed on radio campaigning by Henry Wallace's Progressive party. Mr. Wallace, before Nov. 2, will make 12 campaign speches over the four major networks. C. E. Baldwin, manager of Mr. Wallace's Presidential campaign, revealed that between $60,000 and $70,000 will be spent on additional broadcasts. This, he said, would not raise the originally planned radio budget of $200,000. On Monday nights the Progressive candidate will appear on NBC; on Wednesdays, CBS; Thursdays and Sundays, ABC, and Fridays on MBS.

ELECTIONS TO GET MBS WORLDWIDE COVERAGE

MUTUAL'S worldwide presentation of national, state and local election results will emanate from the ballroom of New York's Ritz Carlton Hotel. According to A. A. Schechter, MBS vice president in charge of news and special events, the broadcast will be based on one of the most comprehensive patterns of radio coverage ever attempted in network history.

The full coast-to-coast facilities of MBS, plus 16,000 miles of additional circuits, will be controlled from the ballroom, hub for the round-up of returns. Results are to be presented in cooperation with The Curtis Publishing Co. Philadelphia.

A special signal to allow the 500 stations of MBS to cut into the network broadcast for presentation of local vote counts has been devised by Mutual engineers.

The British Broadcasting Corp., the Canadian Broadcasting Corp. and the French Broadcasting System will use MBS facilities in broadcasting U. S. election results. Representatives of the three foreign networks will be at the MBS headquarters.

PACIFIC AAAA

TV Tops Meeting Agenda

PLACE of television in the media orbit and the rising costs of advertising agency operation were the prime concern of the Pacific Coast Council of the American Assn. of Advertising Agencies at Arrowhead Springs Hotel, Calif., Oct. 11, 12, 13.

J. C. Cornelius, BBDO executive vice president in charge of Western offices, pointed to the "how" of meeting the problem when he advised that it had been his agency's experience that no client expected its agency to lose money in handling the account. Accordingly, he felt that a cost accounting breakdown of the account shown to the client would produce the necessary adjustment.

Client Adjustment

Where it is necessary, Mr. Cornelius emphasized that the client has always been willing to make an adjustment. He suggested extra fees and/or special service charges.

Gripe and counter-gripe was the order of the media vs. agencies panels. Letters from both camps were obtained and summarized by

(For TV keynote address of the convention, given by Dr. Peter Langhoff, Young & Rubicam research director, see page 18.)

an independent research firm. Among the key gripes were that stations and other media failed to supply agencies with sufficient data. By the same token advertising representatives pointed out that agencies seldom give them the facts for intelligent presentation of their stations.

Selling in the dark is forced upon representatives, it was agreed. Also it was pointed out that time and space buyers were too frequently inaccessible.

Charles Ferguson, BBDO vice president, and outgoing chairman of the board of governors, was replaced by C. Burt Oliver, Foote, Cone & Belding Hollywood manager. C. J. Tester, vice president of Philip J. Meany Co., Los Angeles, was elected secretary-treasurer.

Television as a medium at present, was generally accepted as an uneconomical buy for the advertiser as well as uneconomical activity for the advertising agency concerned, according to Dana Jones, head of Los Angeles agency bearing his name.

The factor of low circulation coupled with high production cost proved out the lack of economy, he said. But TV's selling impact was cited as the justification for entry into the medium despite negative elements.

RWG STRIKE

Vote Favors Walkout 614 to 10

AN industry-wide strike of freelance radio writers, possibly this week, was virtually guaranteed when the Radio Writers Guild on Oct. 13 overwhelmingly reaffirmed its strike vote against the advertising agencies.

The actual vote was 614 for the strike and 10 against. These figures represent a polling of RWG members in New York, Chicago and Los Angeles, the principal production centers. According to Roy Langham, RWG national executive secretary, the final strike strategy will be set on Wednesday, Oct. 20, when the union's national council meets in New York.

Pointing out that the strike vote reaffirmation was virtually unanimous, Mr. Langham said that not a shadow of doubt existed among the RWG leaders as to the wisdom of strike action at this time. All that remained to be discussed, he said, were methods of implementing the union's decision. He added that the big-name radio writers are solidly arrayed beside the less celebrated rank-and-filers in their determination to hit the agencies where it hurts.

Two-Year Old Crisis

The reaffirmed strike vote culminates a long, involved dispute between the RWG and the agencies, which began in December 1947. It was then that the union first approached the agencies with a request for negotiations for a union contract covering all freelance radio writers.

Two stumbling blocks loom largest among the many issues which have led to the present impasse between the two sides: Definition of "freelance writer," and NLRB certification of the RWG as bargaining agent for freelance writers. A committee representing the agencies has steadfastly maintained that such certification is necessary before actual contract talks can begin. The union on the other hand doesn't feel that NLRB certification must come first, and has indicated its belief that the agencies insistence on this score is a stall.

Similarly, the guild says it can't see why the agencies won't settle on the basis outlined in the Minimum Base Agreement recently negotiated between the RWG and the networks. The agency committee says this is out of the question, since its dealings with freelancers are much different from those of the networks.

Chain Reaction Possible

A freelance writers strike could lead to a devastating chain-reaction throughout the radio and entertainment industries, but the extent of this reaction was not readily predictable last week. While the Taft-Hartley Law forbids affiliated unions to take parallel strike action which would constitute a secondary boycott, it is well known that the RWG's sister unions within the parent Author's League are sympathetic and undoubtedly are planning to cooperate to the extent the law will allow. While an affiliated union may not order its members out in a sympathy strike, those members may individually take a stand of their own choosing.

Thus, a member of the Radio and Television Directors Guild, for instance, might decide not to cross a RWG picket line to get into a studio building. Or, even if the studio was not picketed, he might decide not to direct a show which was based on a script from a backlog of material by a striking RWG member.

The guild estimated that about 650 radio writers will quit work when the strike order is issued. This total represents, according to Mr. Langham, all of the radio writers not covered by network contracts.

SILVER lifetime membership card in Radio Executives Club of New York is presented to William S. Hedges (l), NBC vice president and retiring president of club, by Carl Haverlin, president of Broadcast Music Inc., and incoming club president. Occasion was first fall meeting of club at New York's Roosevelt Hotel Oct. 7.

WNYC ELECTION NEED IS CITED BY O'DWYER

NEW YORK's Mayor William O'Dwyer contended, in a letter released last week, that FCC should consider the broadcasting of election returns as "sufficiently important" to warrant the suspension of its ban on after-hours operation by daytime and limited-time stations.

The letter was directed to the Commission in protest against its refusal to consider—for the first time in 24 years—the municipally-owned WNYC New York's request for special temporary authority to operate beyond 10 p.m. to carry local election returns the night of Nov. 2 [BROADCASTING, Oct. 11].

Mayor O'Dwyer wrote the Commission:

I am fully aware of the problems confronting the Commision concerning the overall allocation of radio facilities throughout the country. I am also fully aware of the fact that some daytime stations must be limited in their operation to prevent objectionable interference to fulltime stations on the same channel.

In the past 24 years, however, when WNYC has operated on election night under special temporary authority of your Commission, I know of no single instance of any objection or complaint by any radio listener in the U. S. I know of no reason why the situation should be different Election Night, 1948.

The rules of an administrative agency, such as the FCC, might well provide for a degree of flexibility which would recognize the fact that there are many occasions when the public interest demands operation of a broadcasting station such as WNYC in a manner not provided for under the terms of its regular license.

The broadcasting of election returns is, I believe, the greatest service that can be rendered by a broadcasting station in a democratic society . . . The public advantage . . . would seem to depend upon the Commision's ability to serve the public interest and not in the enforcement of a blanket rule of such rigidity as to prevent the individual merits of an application of this type from being considered.

DISTINGUISHED radio figures at luncheon which the New York League of Business and Professional Women held at New York's Hotel Biltmore to launch National Business Women's Week included FCC Commissioner Frieda B. Hennock and Frank Stanton, CBS president, who was an honor guest.

MUSIC STYMIE

Truce Talks Snagged Pro Tem

By IRV MARDER

ALTHOUGH the on-again, off-again romance between James C. Petrillo, AFM president, and the recording industry was abruptly chilled last week and the two aren't speaking, informed observers have voiced doubt that the rift will be permanent. By the end of the week, however, neither of the estranged parties had sent the other roses, or even telephoned.

The sudden collapse of negotiation occurred Oct. 12. The night before, Mr. Petrillo and representatives of seven record firms had conferred until 11 p.m. and the general impression was that a settlement might be announced the following day. Instead, after a three-hour session the following day, an AFM publicity man read reporters a terse statement that "The American Federation of Musicians and the industry representatives regret that the current discussions have failed to produce an agreement. No further meetings have been scheduled."

Neither the AFM nor Frank White, Columbia Records President, who acted as "spokesman" for the record men, would amplify that statement, declaring that both sides had agreed not to say anything publicly beyond that. A query as to whether either side would agree to another attempt at settlement at the request of the other was sidestepped.

It was understood that negotiations looking toward lifting of the record ban broke down not because of doubt on either side as to the legality of the "Petrillo plan," but because of basic disagreement on royalty payments.

One of the AFM proposals the record men refused to buy, reportedly, was a stipulation that the recorders kick in to the union's trustee-administered welfare fund royalties on all discs sold by them since Mr. Petrillo issued his no-recording edict last Jan. 1. These records were pressed by the recording firms from master discs made before the ban.

Also, the AFM allegedly insisted that the recorders henceforth pay royalties on all records made by them, including discs cut abroad and those made by non-members of the AFM. Even if the record firms had agreed to this, observers pointed out, the Taft-Hartley Law would not permit it, since it forbids contributions to a union welfare fund which did not stem from activities of unionists themselves.

In spite of the apparent stalemate on these and other issues, it appeared likely last week that another attempt may be made to lift the ban as soon as a mutually-acceptable formula for doing so is found. The most reasonable basis for this belief, industry observers point out, is that no matter how adamant both sides appear at this writing, the recording companies and the AFM will continue to lose important money as long as the recording lid stays on.

The firms represented at last week's conferences were RCA-Victor, Capitol, Columbia, Decca, Mercury, M-G-M, and King.

TV PITCHES CURVE

Stratovision-WEWS Fail to Connect

By J. FRANK BEATTY

STRATOVISION pitched well enough to win but came out of the sixth game of the World Series with only a moral victory.

Once again the Westinghouse trick of relaying television programs from a high-flying plane was successfully performed, as it has been many times in the last several months. Unfortunately most of the eager viewers in the Midwest had to watch test patterns while the Cleveland Indians went about their diamond assignment with a minimum of interference from the Boston Braves.

A maximum of interference from several stations prevented Westinghouse from linking East and Midwest television networks for the first time in history.

The Stratovision plane, with its maze of electronic gear, did its own special job and did it well, judging by 100 or more reports from viewers in six states and over 50 cities. It was unable, though, to overcome interference with the station it was picking up; interference on the channel it was using for transmission; and worst of all, a weak East Coast relay into the station whose signal it was retransmitting.

Nobles on the Job

Despite lack of time for advance tests, Chili Nobles, youthful Stratovision inventor, and officials of WEWS Cleveland were hopeful last Monday morning as they undertook their separate assignments.

The Scripps-Howard (WEWS) crew in Cleveland, serving as catcher for Stratovision, was to pick up the signal of WMAR-TV Baltimore from the plane, flying high over Western Pennsylvania, and feed the Midwest TV network all the way from Buffalo to St. Louis.

Approval had come from FCC only the previous Friday [BROADCASTING, Oct. 11].

The B-29 used by Westinghouse and Glenn L. Martin Co. for stratocasting was airborne from the Baltimore runway at breakfast time. And WEWS engineers, led by Station Director J. Harrison Hartley and Chief Engineer Joseph B. Epperson, started setting up antennas and other gear at 7 o'clock working atop the lakeside Cleveland stadium.

By mid-afternoon the two crews had valiantly demonstrated that not even a World Series can defy what appears to be a basic engineering axiom—two families can't live at peace in the same electronic house, not if they are within pick-up or transmitting range of a Stratovision plane. Stratovision can't pluck a distant signal from the air and deliver it to another point far away if there is interference going and coming.

At 10 Monday morning the stadium crew, tormented by overcast and showers, began to catch faint puffs from the airborne relay transmitter. They tried several antennas, but couldn't get a good picture.

WEWS engineers found that their own station, on Channel 5, was interfering with the Channel 6 signal from the plane. Then they found—and this is one for the book—that WEWS was using the identical test pattern as WMAR-TV in Baltimore, operating on Channel 2.

The stadium crew got poor signals, but while there was life in the oscilloscope there was hope that the waiting network could have its ball game.

Sync Trouble

They got a picture, but not a good one. Worse yet, they couldn't hold it. There was sync trouble after the signal started coming from Boston. WEWS shut off its sound. That helped some, but the picture couldn't be fed to a network. The WEWS picture signal was shut off. That didn't do the trick either, nor did complete shut-off help enough.

The game started, and a well-wetted crew of engineers looked out over the vacant Cleveland stadium and wondered why Marconi had to be born.

In the WEWS studios, however, the phone started to ring. Mansfield, Warren, Ashtabula, West Salem—from points all around viewers were getting the picture direct from the plane, and liking it. Even from Ottawa, Ont., several hundred miles away, came a phone call from a TV fan who was getting the plane's signal.

Baltimore Gets Picture

A group of Westinghouse officials in the Baltimore laboratory watched the plane's picture. It wasn't fancy, but it apparently was good enough for fans who like baseball or television, or both.

But Jim Hanrahan, vice president and general manager of the Scripps-Howard group, personally silenced by painful throat illness, had to silence his television station as a service to WEWS viewers.

There lies an interesting Stratovision story. The picture that suited the distant viewers didn't stand up under oscilloscope analysis. WEWS wanted—and wanted terribly—to entertain its own audience and to help make history by feeding the network.

First, the engineers say there appeared to be sync trouble in Boston. This showed up on the Eastern network, too.

Second, the Stratovision plane got either WCBS-TV New York or WTVO (TV) Detroit and WMAR-TV at the same time as it cruised as high as 29,000 feet. This was partly overcome by lowering the plane to 22,000 feet.

Third, WEWS sound on Channel 5 was causing interference with Stratovision's Channel 6 signal.

Fourth, other stations were operating on Channel 6, only signal the plane is equipped to use.

After the ball game was over WMAR-TV started transmitting its own program, a horse race from Laurel, Md., some 15 airline miles from Baltimore.

Westinghouse officials got a practically perfect signal in the Baltimore laboratory on the Stratovision channel, they say, and viewers in all parts of the East as well as out into the Midwest reported the same startling improvement.

Reports started coming in from several states. By Wednesday morning they included Virginia, New York, Maryland, Ohio, Pennsylvania and West Virginia.

Good Report

A Zanesville viewer, who had watched Stratovision's debut last June [BROADCASTING, June 28], reported fuzziness during the ball game but a "perfect" signal for

(*Continued on page 64*)

NEDICK'S

Little Nick Brings Them In

PIPING smartly along the aerials of New York, a tiny voice summons several hundred thousand New Yorkers to their daily feeding at one of the city's most successful and radio-conscious restaurant chains.

Little Nick is the diminutive radio voice and symbol of the Nedick's chain, an organization whose use of radio over the past 10 years has made it one of the most significant examples of the efficacy of that medium.

Ten years ago a syndicate, headed by A. M. Rosenthal purchased the chain. With the new owners, new policies were instituted, and a part of them included radio as a medium of exploitation.

A sum of $25,000 was originally allocated for a local spot radio campaign. Although the number of stores has shrunk during the years, with several locations important during the war now being eliminated, total sales volume has actually expanded under the influence of radio. And within recent years Nedick's advertising budget, said to be approximately $250,000 currently, has been predominantly a radio one with a small newspaper campaign now and then.

Four years ago, Little Nick and his Nedick's jingle made their debut on New York metropolitan stations, promoting the B1 orange drink. No New Yorker within range of a radio receiver has failed to hear the accented lyrics of the bumptious Nick. For out-of-towners, they follow:

Nick: My name is Little Nick and, Mister, let me be precise.
You've lost your pep—you're out out of step
So here is my advice:
Man: What'll I do Little Nick?
Nick: Here's what you do, Mr. Quick.
Man: (Spoken) Yes.
Nick: Just stop in at the nearest Nedick's store.
Man: (Spoken) What'll I buy?
Nick: A big delicious glass of Nedick's tasty orange drink.
Man: (Spoken) Umm.
Nick: Its cool refreshing flavor you'll adore.
Man: (Spoken) Tell me more.
(Sung) What does it cost Little Nick?
Nick: Only a nickel Mr. Quick.
Man: (Spoken) Yes.
Nick: A glass will help to keep you in the pink.
Man: (Spoken) That's terrif.
Nick: For vigor and vim and zip—it's a pleasure to take a sip of a cold Nedick's orange drink.
Voice: Bee-One . . . Needicks . . . Bee-One.

His song became part of the melody-bag of Manhattan and his sales appeal spawned a new supplement to the business. A year ago Nedick's bottled the beverage, established franchises and embarked on a distributing venture which one executive has characterized as a "sensational success."

Nor has Little Nick yet been sent to pasture. For Nedick's is currently using those spot announcements on WMGM New York 48 times weekly, on WMCA New York 35 times weekly and on WINS New York 54 times weekly. All contracts are on a 52-week basis.

In addition, Nedick's sponsors many major sports programs from time to time. Its schedule also includes sponsorship of the news program, 7:30 a.m. on WNBC New York three times weekly. With the start of the basketball season Nedick's and Old Gold cigarettes co-sponsor the games effective Nov. 1 on WMGM New York, three and four nights weekly at the beginning and as the tournaments progress, six times weekly.

On Aug. 19, another change in the Nedick's organization took place. George D. Hanby, for 25 years an executive with Walgreen's and director of its fountain and food operations, was elected to the office of president of Nedick's to succeed Mr. Rosenthal, who will remain as chairman of the board.

It has been rumored that sometime next year Little Nick will be seen as well as heard, for television plans are said to be under consideration.

Weiss & Geller, New York, is the agency.

ASCAP TV RIGHTS

Broadcasters Ignored in Query

By BRUCE ROBERTSON

IGNORING the request of the Broadcasters Music Commitee for a prior discusion of the whole question of television uses of music, ASCAP last week circularized its members with a request that they assign to ASCAP their video rights. New arrangement would run from Oct. 1 of this year to Dec. 31, 1950, two years past the expiration of the present agreement between the society and its members.

Recognizing the newness of television and the fact that it presents new problems in the music rights field, the broadcasters' committee had asked ASCAP not to approach its members until the broadcasters had presented their ideas on what rights they wanted and some satisfactory plan of satisfying those wants had been worked out.

ASCAP's action in asking for TV rights from its members without consulting the broadcasters was received by members of the industry committee with annoyance bordering on indignation.

This annoyance was not abated last week when a request from Theodore C. Streibert, president of WOR New York and chairman of the committee, was met by President Fred E. Ahlert of ASCAP with the answer that he could not divulge the terms without first consulting his board. This same attitude of mystery extended to the society's press release covering the letter to its members. The release quoted the letter up to the terms of the agreement but did not include them.

A call to ASCAP for the terms was officially rejected, the spokesman saying that his refusal to outline the terms was in accordance with a board order.

Why an organization with a membership numbered in the thousands, many of them with close radio affiliations, should attempt to shroud the terms of its proposed membership video agreement in secrecy is an even bigger mystery than the contract itself.

President Ahlert's letter states:

Our present license agreements with the telecasters provides for a gratuitous license subject to a 30 day cancellation notice on our part. The progress of commercial television within the past year can only be described in terms of leaps and bounds and the telecasters are not desirious of entering into license agreements for a fixed period.

In the interests of good customer and public relations, it has become imperative for us to arrive at a license agreement with them, commensurate with our contribution, as quickly as possible.

It is understood that the new agreements divide video rights to the music of ASCAP members into two classes. The first covers what might be described as background use of music, without costumes, scenery, dialogue or even dancing which might be interpretive of the musical number. Such use of ASCAP music would be available to telecasters under blanket license contracts. The second class of use, involving dialogue, costumes or scenery in connection with the music, would be licensed for television use only on the basis of individual negotiations.

Dramatic-musical rights to music from theatrical or motion picture productions are reserved, and would not be covered by any ASCAP contract with a video broadcaster, who presumably would have to bargain for such rights directly with the individual copyright owners.

These rights add up to considerably less than those granted AM broadcasters under their blanket licenses from ASCAP, and if they constitute the total of what ASCAP has to offer for television, the video fees may be expected to run well under those paid by the standard broadcasters.

One TV broadcaster told BROADCASTING that what he needs in the way of musical rights is permission to use a musical number by an orchestra, chorus, vocal or instrumental soloist with sufficient pictorial accompaniment to make it acceptable video entertainment. Admitting that this is far from a legal definition of his needs, and that to draft such a definition will take a lot of work, he said that by and large his needs are comparable to those of the vaudeville theatre of former days, and that if ASCAP cannot give them to him then much of the value of dealing with ASCAP rather than with each copyright owner is largely dissipated.

In addition, TV network organizations want the right to record live performances on film off the face of the receiver tube. Such kinescopic recordings would be used to send the programs to affiliated TV stations not connected with the originating station by coaxial cable or radio relay. Also, on occasion, the TV broadcasters will want the right to present full length musical productions.

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OPENING OF WAGA-TV SET FOR NEXT SUNDAY

WAGA-TV Atlanta will begin operations Oct. 24, nearly six weeks ahead of the Dec. 1 date originally scheduled for the inauguration of regular program service, George B. Storer, president, Fort Industry Co., owner of WAGA and WAGA-TV, announced last week.

WAGA-TV will be an affiliate of the CBS video network, as are two other Fort Industry TV stations: WJBK-TV Detroit and WSPD-TV Toledo. All three stations are to receive the full CBS video schedule.

Kinescopic recordings will be used pending the connection of their cities with New York by coaxial cable or radio relay for simultaneous broadcast.

Drawn for BROADCASTING by Sid Hix

"He's gonna demand stand-in pay if television uses another band."

SMPE to Discuss Large-Screen TV

Advances Made in Recent Months On Oct. 25-29 Meeting Agenda

MAJOR advances in recent research and equipment engineering in large-screen television will be reviewed at the 64th semi-annual convention of the Society of Motion Picture Engineers Oct. 25-29 at Washington's Hotel Statler.

Papers on the subject are to be presented at the opening session next Monday afternoon, Loren L. Ryder, president of the society, announced.

Ralph B. Austrian will discuss "Effects of Television on Motion Picture Theatre Attendance." Roy Wilcox, RCA Victor, and H. J. Schafly, 20th Century-Fox, will give a report on the showing of TV pictures of the Louis-Walcott fight in Philadelphia's Fox Theatre last June.

Also scheduled are: A discussion of Paramount's intermediate film system of theatre television, by Richard Hodgson, Paramount Pictures; "Equipment for Television Photography," by Ralph V. Little Jr., RCA Victor; a description of a new television recording camera intermittent, by J. M. Wall; and "New Developments in Cadmium-Mercury Lamps and Other Vapor and Gas-Discharge Lamps for Motion Picture and Television Studio Lighting," by E. W. Beggs, of the Westinghouse Lamp Co.

TBA to Give Awards

AWARDS of merit for "outstanding contributions toward the development of commercial television" will be made this year by the Television Broadcasters Assn. at its annual television clinic Dec. 8.

Robert E. Kintner, ABC executive vice president and a director of TBA, is awards chairman.

XUM

FMA Acts to Force FM CPs on the Air

Group Petitions for Hearing On Re-Filing Regulations

FM ASSN. last Friday moved to force holders of FM CPs to get on the air instead of sitting by while pioneers develop the market.

The action took the form of a petition filed by Leonard H. Marks, FMA general counsel, asking FCC to hold a public hearing to determine if its rules governing re-filing for FM facilities should be amended.

FMA proposes that FCC rules be changed to prohibit holders of an FM station CP from re-filing for FM facilities within two years after surrendering an original permit.

Source of the petition was a resolution adopted Sept. 29 at FMA's convention.

"The provisions of Section 3.222 do not clearly and unmistakably define the Commission's policy with respect to the reissuance of CPs to applicants who have previously surrendered the same," Mr. Marks stated. "Accordingly, the petitioner believes that it would be for the best interests of all persons engaged in FM broadcasting if the Commission's policy on this subject could be clarified."

FMA considers it unfair to permittees and licensees who have expended funds and built stations for FCC to permit easy reissuance to those who have forfeited permits.

FMA asks FCC to add the following to Section 3.222 as sub-part C:

Where an applicant has been granted a construction permit or has received a conditional grant for FM broadcasting facilities and has surrendered such permit or conditional grant, the Commission will not consider another application for FM broadcasting facilities (to serve in whole or in part the same area) by the same applicant, its successors or assignees or on behalf of or for the benefit of the original parties in interest until after the lapse of two years from the surrender of the original construction permit or conditional grant.

IBA, U. OF ILLINOIS TO HOLD NEWS CLINIC

ILLINOIS Broadcasters Assn. will take part in a radio news clinic to be held Oct. 19 at the U. of Illinois, Urbana, in cooperation with the university's school of journalism, Frederick S. Siebert, director of the school, announced last Wednesday.

Merrill Lindsay, IBA president and general manager of WSOY Decatur, and Frank E. Schooley, assistant director of WILL Urbana, will preside at morning and afternoon sessions, respectively. All Illinois stations have been invited to send representatives.

Speakers scheduled to address the clinic include Ervin Lewis, WLS Chicago, who will speak on "What Is News?", and Prof. Wilbur Schramm, director of the Institute of Communications, who will discuss content of the radio newscast.

TIME CHARGES

La. Broadcasters to Test New Political Law

LOUISIANA broadcasters, angered by enactment of a new state law forbidding premium time charges for political broadcasts, are planning to test its constitutionality.

Meeting in Biloxi, Miss., last week during the NAB District 6 meeting, the Louisiana Assn. of Broadcasters violently disapproved Act. No. 339 (House Bill No. 266) originally introduced by State Rep. Dudley Seamans.

Also meeting during the district session were members of the Mississippi Broadcasters Assn.

The Louisiana group discussed the new law at length, with its clause, in effect, limiting broadcasters to charges not exceeding the one-time national rate for political sponsorship. The law also applies to newspapers, magazines and other publications.

A similar New Hampshire law was upheld by the state's highest court in 1947. The U. S. Supreme Court dismissed appeals filed by a newspaper said to have charged political candidates rates twice those of its commercial scale.

Also discussed at the Louisiana meeting were the Port Huron and Mayflower cases. Officers of the association are Roy Dabadie, WJBO Baton Rouge; Henry Clay, KWKH Shreveport; Paul Goldman, KSYR Alexandria.

The Mississippi association admitted eight new stations to membership — WHSY Hattiesburg; WNAG Grenada; WVIM Vicksburg; WSSO Starkville; WHOC Philadelphia; WMOX-FM Meridian; WJPR-FM Greenville.

A football committee, headed by Bob McRaney, WCBI Columbus, was directed to contact all football groups in the state about provision for adequate facilities for sporting events. All MBA members will be fed Mississippi U. and Mississippi State games during the current season.

Forum on FM

Jerry Kerns, WMOX-FM, and Emmett McMurry, WJPR-FM, led a seminar on FM problems. Officials of the association are Hugh Smith, WLAU Laurel; Robert White, WTOK Meridian; Robert Evans, WEKO Tupelo. Next meeting will be held in April at Columbus.

Text of the Louisiana law (Act No. 339) follows:

To prevent unfair and excessive advertising charges being assessed by daily, bi-weekly, weekly, semi-monthly and monthly newspapers, journals, periodicals and other publications, radio stations, chains, and networks of radio stations, on political announcements and advertising, and providing penalties for the violation of same.

SECTION 1. Be it enacted by the Legislature of Louisiana, That, it shall be unlawful for any daily, bi-weekly, weekly, semi-monthly and monthly newspapers, journal, periodical and other publications, radio stations, chains and networks of radio stations, operating in the State of Louisiana, to assess, on political announcements and advertisements, any amount or charge in excess of those rates assessed and charged on regular commercial advertising.

SECTION 2. That any person, firm, partnership, corporation or association of persons, engaged in the State of Louisiana in the business of operating a daily, bi-weekly, weekly, semi-monthly or monthly newspaper, journal, periodical or publication, radio station, chains or networks of radio stations, who shall violate the provisions of this act, shall be deemed guilty of a misdemeanor, and, upon conviction, shall be punished by the fine not exceeding Five Hundred ($500.00) Dollars, or be imprisoned in a Parish jail for not exceeding six (6) months, or both, such fines and imprisonment, at the discretion of the court.

SECTION 3. That all laws or parts of laws in conflict herewith be, and the same are, hereby repealed.

ASKS HUSH FOR HUSH

Don't Spill Contest Secret, Edwards Pleads

INFERENTIALLY crediting editors and writers with omniscience beyond that of the radio audience —a premise which some might debate—Ralph Edwards, m.c. of *Truth or Consequences*, has appealed to them not to let his million-dollar cat out of the bag.

Mr. Edwards is conducting another "hush" contest—this one in support of the mental health drive —on his program, Saturdays, 8:30-9 p.m. on NBC. Former "hush" contests have been tipped by columnists who guessed the identities of the mystery personalities. Mr. Edwards has now sent letters to radio editors, news writers and disc jockeys asking them this time to keep quiet.

Mr. Edwards, whose program is sponsored by Procter & Gamble (Duz Soap), appealed for cooperation on humanitarian grounds. The longer the contest goes unwon, the more money he will collect for the mental health drive, he said. It is also historical that the longer his "hush" contests have run, the higher his Hooperating has climbed.

World Series Listeners In 1948 Less Than 1947

A CROSLEY Inc. survey for MBS shows fewer persons listened to the World Series this year than last.

The Crosley figures:

Six-game average, 1948	34.8%
Seven-game average, 1947	36.7
Three-weekdays average, 1948	27.7
Three-weekdays average, 1947	28.1
Saturday and Sunday average, 1948	44.4
Saturday and Sunday average, 1947	50.3
Sunday alone, 1948	49.3
Sunday alone, 1947	*57.6
Percentage of people hearing one or more games, 1948	64.3
Percentage of people hearing one one or more games, 1947	72.2

* Record high.

Mutual spokesmen offered as an explanation for the decline in this year's listening the fact that many viewed the game on television. No survey has yet been made of this year's Series video rating.

Spot Sales Probe Delayed to Nov. 29

NARSR and 10 Others File Notice They Plan to Participate

FCC'S INVESTIGATION of the whole structure of station representation in the sale of national spot advertising, last week was continued to Nov. 29 by the Commission upon its own motion. It was previously scheduled for Oct. 2. No reason for the postponement was given.

The hearing, based upon the year-old complaint of the National Assn. of Radio Station Representatives against the policy of CBS to take over non-network time sales of certain affiliated stations, had been ordered by the FCC last July [BROADCASTING, July 26]. At that time the Commission indicated the probe would be directed at the networks to determine whether network representation of affiliates in non-network time sales violates its chain broadcasting regulations and whether these rules should be tightened in this respect even if there is no violation. All fields of the broadcast service—AM, FM and TV—are involved.

By the Sept. 30 deadline set for the filing of appearances in the proceeding, ten parties in addition to NARSR had given notice of intent to participate. These are: CBS, NBC, ABC, Allen B. DuMont Labs., WAPI Birmingham, KSL Salt Lake City, WCAU Philadelphia, WBT Charlotte, N. C., WRVA Richmond, Va., and WSAY Rochester, N. Y. In its order designating the hearing the Commission had made NARSR, DuMont and all of the four national networks parties to the proceeding. A late appearance has been filed by Edward Petry & Co., station representative and NARSR member, for individual participation, also.

The NARSR protest contends that if a network is permitted to act as sales agent for its affiliate it obtains effective operating control over all hours of the broadcast day. The organization at the same time it filed its complaint with FCC had sent a copy to the Justice Dept., charging the practices were in violation of the anti-trust laws and unfair competition but Justice Dept. has taken no formal action in the matter.

Louisiana - Mississippi AP Radio Assn. Formed

ASSOCIATED PRESS radio members in Mississippi and Louisiana organized the Louisiana-Mississippi Assn. of AP Broadcasters during the District 6 NAB meeting at Biloxi, Oct. 11.

Bob McRaney, general manager of WCBI Columbus, Miss., is president and H. F. Wehrmann, WTPS New Orleans, is vice president. Mr. McRaney will appoint a committee to study AP news reports with a view to adapting them better to the needs of broadcasters in the two-state area.

BMB UPHELD

Johnston Cites Data at NAB Dist. 5 Session

BMB held the spotlight at the NAB District 5 meeting in Atlanta Thursday as Henry P. Johnston, NAB district director and executive director of WSGN Birmingham, brought up the famed "Cullman County Case."

In addressing the opening day's session at the Biltmore Hotel, Mr. Johnston said he had once feared errors had been made in the 1946 BMB survey for rural Cullman County, Alabama. He had feared BMB findings were "entirely incorrect," in that they showed excessive nighttime coverage for three major Birmingham stations.

It was considered an engineering impossibility for any of the stations to be heard regularly after sundown, he said, in pointing to the discrepancy between engineering and BMB surveys.

Hugh Feltis, BMB president, investigated the Johnston accusation last summer, sending Cort Langley, director of subscription service, to Cullman County. Ballots were mailed to Cullman residents who had received the 1946 ballots. Mr. Langley reported the same findings as those to which Mr. Johnston had objected.

Further inquiry made with cooperation of Tennessee Coal, Iron & Railroad Co. showed presence of iron ore deposits, capable of causing the difference between BMB and engineering measurements. The presence of ore deposits, Mr. Langley stated, reversed previous conclusions drawn from all available engineering data on signal strength and BMB reports were correct in giving Birmingham stations better than 50% coverage.

Johnston Satisfied

Mr. Johnston then said, "So far as I am concerned the whole BMB matter has been cleared up to my complete satisfaction."

He felt the whole situation will contribute to future success of BMB and to better understanding of engineering data which many have felt for a long time "might be inadequate."

BMB Used Constantly

William Neal of Liller, Neal & Battle, Atlanta agency, pointed out that BMB was used constantly in selecting markets for Brock Candy Co., which used over 120 stations. BMB was especially used in selecting smaller markets for supplementary and complementary coverage even though higher-powered stations were reaching these local areas, he said.

Charles A. Batson, NAB information director, opened the session with his talk, "TV, the Blue Chip Decision."

Leonard Reinsch, managing director of the Cox Stations, said that AM and FM stations with TV affiliations will have to do "a little better job on both" in order to take care of the TV expenditure.

Don Petty, NAB general counsel, discussed legal aspects of music copyright. Mr. Petty discussed the suit against Walter Haas, of WDRC Hartford, incurred by playing a piece of music which appeared both in the BMI catalogue and the ASCAP list. On this suit BMI is paying the entire cost but it has sent a list of tunes which are questionable to station managers and on these the offending managers will have to fight their own battles, he implied.

Harwood Hull, of WAPA San Juan, Puerto Rico, invited District 5 to hold its next meeting on the island.

Judge Justin Miller, NAB president, spoke on "NAB—Your Association." The meeting adjourned for a cocktail party in the foyer of the Atlanta Biltmore's Empire Room, followed by a banquet in the hotel's Crystal Ballroom.

DISTRICT 6

Further Action Taken to Halt P.I.'s

ACTION to halt the latest surge of per inquiry business in its tracks was taken last week by NAB District 6 (Ark., La., Miss., Tenn.), meeting Monday and Tuesday at Biloxi, Miss.

Following revelation of the spreading effort of agencies and sponsors to place business on a p. i. basis [BROADCASTING, Oct. 4, Sept. 13, 27], stations of the district unanimously adopted a resolution condemning the practice as "inimical to the rate structures and sound operation of radio stations."

This action conforms to the NAB anti-p. i. policy adopted in 1946 at the Chicago convention.

NAB's interest in the subject has become more active with assumption by Maurice B. Mitchell of the Broadcast Advertising position, vacant since last winter. He is former WTOP Washington manager. The subject comes up again when the NAB Sales Managers Executive Committee meets Monday and Tuesday of next week.

Text of the p. i. resolution follows:

Whereas cost per-inquiry business has been on the increase; and whereas this type of business has proven inimical to the rate structures and sound operation of radio stations; therefore, be it resolved that the members of the 6th District meeting of the NAB reaffirm their condemnation of such practices and pledge their cooperation by refusing all business offered to them on any type of per-inquiry basis.

Another resolution called on the NAB to urge candidates for political office to state their positions publicly on the question of free radio. A similar resolution, introduced by Arthur Hull Hayes, WCBS New York, was adopted Aug. 6 at the District 2 meeting in Rochester, N. Y.

Library Endorsement

"Unqualified" endorsement was given transcription library companies in their efforts to serve stations in the face of the AFM recording ban.

Other resolutions endorsed NAB President Justin Miller in his fight for radio's freedom; lauded work of NAB staff officers who took part in the meeting; supported BMI; favored per program and blanket license privileges and clearance at the source from SESAC; urged naming of a code observance committee; asked the Census Bureau to include a radio question in 1950; recommended support of the All-Radio Presentation; endorsed a proposed inquiry into uniform audience measurement, similar to that adopted by District 13 [BROADCASTING, Oct. 11], and thanked district officers for their part in arranging the meeting.

Resolutions Committee

Members of the Resolutions Committee were Harold Wheelahan, WSMB New Orleans, chairman; Wiley P. Harris, WJDX Jackson, Miss., and Tom Baker, WKDA Nashville.

Presiding at the meetings, attended by 119 members, was Henry W. Slavick, WMC Memphis. NAB staff executives, headed by President Miller, took part along with Hugh Feltis, BMB; Carl Haverlin, BMI; Kolin Hager, SESAC; Wade Barnes, NBC Radio-Recording; Pierre Weiss, Lang-Worth; Alex Sherwood, Standard Radio; Walter Davison, Capitol Transcriptions. Gene Tibbett, WLOX Biloxi, was host.

Discussion of dealer co-ops was led by Mr. Mitchell. Bob McRaney, WCBI Columbus, Miss., head of Mid-South Network, led a small markets meeting. Taking part were Earl Smith, WLCS Baton Rouge; Hal Falter, WCRK Morristown, Tenn.; Paul Goldman, KYSL Alexandria, La.; Hugh Smith, WLAU Laurel, Miss.; Roy Dabadie, WJBO Baton Rouge; Sam Anderson, KFFA Helena, Ark.

Guest speaker at the Tuesday luncheon was Rep. Hale Boggs (D-La.), who urged broadcasters to protect their rights and keep radio as free as the press without undue governmental interference. Rep. Boggs won praise from the broadcasters for his understanding of

(Continued on page 59)

PRESENT and former directors of NAB District 6 flank Judge Justin Miller (second from l), president of NAB, in this picture, taken at the District 6 meeting at Biloxi, Miss. In front row (l to r) are: Henry Slavick, WMC Memphis, District 6 director; Judge Miller; Wiley Harris, WJDX Jackson, Miss., former head of the district, and Hugh Smith, WLAU Laurel, Miss. Behind Judge Miller are Julian Haas (l), KARK Little Rock, Ark., and Robert McRaney, Mid-South Network.

ANOTHER GROUP at District 6 meeting included: Front row (l to r)—L. M. Sepaugh, WSLI Jackson, Miss.; Hugh Jones, WGCM Gulfport, Miss.; Charles Wright, WFOR Hattiesburg, Miss.; J. C. Liner, KMLB Monroe, La.; Jack Draughon, WSIX Nashville; back row (l to r)—James Gordon, WNOE New Orleans; George Mayoral, WJMR New Orleans; Ralph Patt, WDOD Chattanooga; J. Roy Dabadie, WJBO Baton Rouge, La.; P. K. Ewing, WMIS Natchez, Miss.

'VOICES' GROW LOUDER

U. S., Russia Step Up Programming

By JOHN OSBON

CONCRETE evidence that both the United States and Soviet Russia are warily stepping up their international broadcasting operations was seen last week in the enlargement of program schedules and realignment of program contents.

The State Dept.'s Office of International Information confirmed the fact that its International Broadcasting Division was changing program format of Russian-language broadcasts to include more news and editorial content. Ten days ago the Russian Radio announced an increase of 55 minutes daily in its English-language broadcasts, according to U. S. monitoring services. The new schedule went into effect Oct. 10. Previously the Soviet had aired two hours of programs daily.

The "Voice of America" has also been airing two hours daily of Russian-language programs, but roughly a quarter of the time was devoted to repeats of earlier broadcasts. According to Lloyd Lehrbas, OII director, the "Voice" hopes to step up its total probably 30 minutes in the near future as personnel becomes available to handle the broadcasts. The process is a slow one and awaits clearance by FBI and Civil Service of personnel who are conversant with the Russian language, he explained. About 70 employes, formerly with the networks when they handled certain "Voice" programs, already have been cleared [BROADCASTING, Oct. 4].

The "Voice" currently is programming 24 hours per day—16 to Europe, 2¾ hours to Latin America and 5¼ hours to the Far East. Radio Moscow has been airing 45 hours of programs a day.

Will Increase Hours

Mr. Lehrbas indicated that the hour content, which had been decreased twice in recent months—from 34 to 27 hours and from 27 to 24 hours—will be increased when the personnel becomes available. A staff of 350 is presently employed by IBD in New York.

The problem of acquiring personnel bears directly, too, on other language phases of "Voice" operation. Mr. Lehrbas said that if the need existed for other language broadcasts and the personnel were available, they would be added to the schedule. Arabic and Swedish, and possibly Ukrainian, were believed to be possibilities. IBD currently is broadcasting in 20 languages.

It was also learned from the State Dept. last week that the "Voice" currently is reaching between 10- and 12-million listeners in the Russian zones.

IBD is preparing to revise its estimates of available receiver sets (including shortwave), as well as those of potential audience and total population, an IBD spokesman said. Data is expected to be ready in about a month. Previous estimates, covering the European, Latin American and Asiatic countries, were for 1947.

At present programs are beamed to areas having an estimated 30-million shortwave receivers, with a potential radio audience of more than 150-million persons, IBD believes.

The amount of time the "Voice" allots to news and editorial commentaries and analyses in the Russian language is being increased to over 80% with a resultant drop in music fare, Mr. Lehrbas said. The length of news programs has been stepped up from 13 to 16 or 17 minutes.

Schedule for all international shortwave broadcasts generally has hewed close to this proportion: News 26%, editorial and information 47% and music and entertainment 27%.

IBD also plans to devote "adequate" coverage to the national election results, with particular emphasis on the candidates and their backgrounds, it was asserted.

The "Voice" already has given foreign listeners a taste of American politics with reports on the campaign to date. (A broadcast in recent weeks told listeners that Gov. Dewey "holds a substantial lead over the President according to the consensus of professional public opinion samplers." It added pointedly: "But nothing is certain—least of all an election in a democratic country.") It has since reported daily on the candidates' speeches with an eye to impartiality, Mr. Lehrbas pointed out.

The "Voice" has also been active with simply-worded reports on the various diplomatic exchanges, particularly during the Berlin crisis. Notable case in point was the recent Russian stand on atomic energy, a State Dept. official said. The French Radio had characterized the maneuver as a "retreat" and a basis for discussions. The "Voice" however, "debunked" the proposal in the "simplest phraseology possible" by stepping in and airing the American interpretation to foreign listeners, he pointed out.

Teacher Incident

Importance of the "Voice" was demonstrated again, he reminded, when IBD put the Russian school teacher, Oksana Kasenkina, on the air during a Russian-language broadcast to tell her version of her much-publicized leap. The broadcast went to points all over Russia, according to the official.

Evidence that the Soviet has become increasingly vitriolic against American "Voice" broadcasts in the past two weeks has mounted to a point where Russia feels compelled to counteract their effectiveness, officials point out. Aside fr stepping up their English-langua schedule, they have attempted their broadcasts to capture the a tention of foreign listeners, esp cially European, and the Ame ican audiences as well. Such cha acterizations as "amazing lie and slanderous statements" ha been frequent, according to go ernment monitoring sources.

Moscow Assails

In an English broadcast Oct. piped from Moscow to Nort America, the Soviet Overseas Ser ice reported: ". . . It's an esta lished fact that slander and threa about the people of the New Dem cracies . . . constitute both wo and warp of American radio pro aganda . . . The working peop of these countries all look to th morrow with confidence. Facts a stubborn things, and they purs the slanderers on the 'Voice America' who are trying to mi lead public opinion in America an the rest of the world.

"Few people put any trust in th 'Voice.' . . . The aim behind (their slanderous statements is evident—to distort the achievements of th New Democracies, which are suc cessfully developing their econom with the help of the Soviet Unio . . . The 'Voice of America' and it bosses would like to distract publi attention from the steady deterio ation in the conditions of the Ame ican people."

NAB'S FM

Fulltime Department Urged

OPERATION of a fulltime FM Dept. within the NAB, augmented by a larger staff, was advocated by NAB's FM Executive Committee at a meeting held in Washington last Tuesday and Wednesday.

Convinced that FM is over the hump and headed toward a big year in 1949, committee members adopted a series of resolutions for submission to the NAB board at its Nov. 16-18 meeting.

Several basic activities are desired for FM member stations within NAB. They found that some of the association's skeleton FM operation had been helpful, especially the management studies conducted by Arthur C. Stringer, NAB FM director.

Broader Operation

But they want a much broader operation to help FM stations in attaining sound economic operations. They feel that advertising agencies fail to appreciate the coverage of FM transmitters or the rapidly increasing circulation as manufacturers produce receivers in constantly growing volume.

The committee agreed that NAB could not be expected to do a promotion job for FM, a function they conceded was up to FM Assn. The idea of an NAB-FMA merger was not directly discussed in any length, it is understood, though the functioning of the two associations was mentioned frequently.

Committee members opposed action by the board to ask the FCC to forbid dual AM-FM station break identifications. Such action was asked by the BMB board because of confusion in research operations [BROADCASTING, Sept. 27].

The committee foresees 1949 as "FM Year." Speaking for the committee, Chairman Leonard L. Asch, WBCA Schenectady, said:

"Our meeting was conducted in an atmosphere of greater enthusiasm than has been evidenced ever before at the sessions. We foresee 1949 as an FM year. The manufacture of receivers—one of the physical problems which has held up development of the medium heretofore—is being stepped up sharply in factories throughout the nation.

"Those who listen to and read the promotional efforts of receiv manufacturers will have notice the heavy emphasis now placed FM sets. FM stations during 194 as a result, will be able to deliv a much larger audience to a vertisers.

"Our committee has adopte recommendations urging a paralle increase in NAB activities, consis ent with this development. Thes proposals, which envision wid activity to help the FM broad caster attain a sound economi base for his operation, have bee forwarded to the association board of directors for considera tion and action."

Attending Meeting

Attending the meeting besides Chairman Asch were committee member Matthew H. Bonebrake, KOCY-FM Oklahoma City; Martin Leich, WMLI Evansville, Ind.; Cecil D. Mastin WNBF-FM Binghamton, N. Y.; Lester H. Nafzger, WELD Columbus; Ernest L. Spencer, KVOE Santa Ana, Calif. Edward A. Wheeler, WEAW Evanston, Ill. Board liaison members present were Willard D. Egolf, WBCC-FM Bethesda, Md., and Everett Dillard, WASH (FM) Washington. Representing NAB headquarters were A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer, and Mr. Stringer.

OPENING COMMERCIALS ARE REMEMBERED BY IOWA LISTENERS!

THE 1948 Iowa Radio Audience Survey ★ proves that Iowa listeners *remember the opening commercial* of the first program heard each day, and can later *identify the product!*

48.3% of Iowa women and *47.3%* of Iowa men report they hear the first commercial of the day's first program. *70.7%* of the women and *65.3%* of the men could definitely identify the product advertised . . . Conclusion: Iowa radio listeners give extraordinary listenership to radio!

The 1948 Iowa Radio Audience Survey is *full* of just such "new information not previously gathered about listening habits in Iowa," as well as the newest and most up-to-date revisions of standard information on station and program preferences, etc.

Send for your complimentary copy *today!* Write us or Free & Peters.

★ The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

'Toast of Town' Tops TV Ratings

'Texaco Star Theatre' Second In New York, Philly Pulse

THE TOP TEN television network programs carried simultaneously by stations in New York and Philadelphia in September, as reported last week in a two-city survey by The Pulse Inc., were (figure given is average rating of highest quarter-hour):

Toast of the Town WCBS-TV WCAU-TV (Sun.)	38.8
Texaco Star Theatre WNBT WPTZ (Tues.)	37.9
Boxing WCBS-TV WCAU-TV (Mon.)	31.1
Boxing WNBT WPTZ (Fri.)	29.3
Small Fry Club WABD WFIL-TV (M-F)	25.2
Original Amateur Hour WABD WFIL-TV (Sun.)	24.8
Winner Take All WCBS-TV WCAU-TV (Wed.)	20.7
We, The People WCBS-TV WCAU-TV (Tues.)	18.5
Kraft TV Theatre WNBT WPTZ (Wed.)	17.6
Gay Nineties Revue WABD-TV WFIL-TV (Wed.)	15.9

At the same time The Pulse released a list of the 10 most popular video programs in the New York area for the six months from April through September. The Pulse included in this appraisal only those programs which it had measured three or more times during the six months, thus eliminating several popular features of recent months.

TOP TEN TELECASTS, APRIL-SEPTEMBER 1948

Average Rating of Highest ¼ Hour

Texaco Star Theatre WNBT (Tues.)	35.9
Wrestling WABD (Thurs.)	30.7
Small Fry Club WABD (M-F)	29.6
Boxing WABD (Tues.)	28.5
Doorway to Fame WABD (Mon.)	26.2
Kraft TV Theatre WNBT (Wed.)	25.7
Wrestling WABD (Fri.)	25.5
Original Amateur Hour WABD (Sun.)	25.4
Feature film WCBS-TV (Tues.)	20.5
We, The People WCBS-TV (Tues.)	19.7

Nielsen Radio Index Top Programs

REPORT WEEK, SEPT. 5-11, 1948

Copyright 1948, A. C. Nielsen Co.

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	8	Mr. Keen	17.5	+4.4
2	--	Lux Radio Theater	17.5	----
3	4	This is Your FBI	17.1	+3.4
4	2	Suspense	16.9	+2.5
5	1	Crime Photographer	15.7	+1.1
6	5	Break the Bank	15.3	+1.5
7	18	Mr. & Mrs. North	14.4	+3.8
8	20	Jergens Journal	14.3	+3.6
9	32	Hit the Jackpot	14.3	+5.4
10	6	Mr. District Attorney	14.0	+1.3
11	--	Red Skelton	14.0	----
12	--	People Are Funny	13.9	----
13	--	FBI in Peace and War	13.7	----
14	10	Mystery Theater	13.6	+2.1
15	--	Godfrey's Talent Scouts	13.3	----
16	27	The Sheriff	12.8	+3.2
17	14	Dr. Christian	12.7	+2.7
18	--	Day in Life Dennis Day	12.6	----
19	21	Stop Music (4th Qtr)	12.5	+1.8
20	43	We, The People	12.4	+4.6
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	9.7	+0.1
2	6	Edward R. Murrow	7.5	+1.8
3	3	Supper Club	7.0	+0.2
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	When Girl Marries	10.3	+1.1
2	8	Young Widder Brown	9.7	+1.2
3	4	Backstage Wife	9.2	+0.3
4	15	Portia Faces Life	9.0	+1.2
5	7	Right to Happiness	9.0	+0.3
6	17	Arthur Godfrey (L&M)	8.9	+1.6
7	14	Stella Dallas	8.4	+0.5
8	1	Our Gal Sunday	8.1	—0.1
9	13	Pepper Young's Family	8.0	—0.3
10	20	Lorenzo Jones	8.0	+0.8
11	6	Ma Perkins (CBS)	8.0	+0.3
12	3	Wendy Warren	7.9	—0.1
13	25	Road of Life	7.4	—0.1
14	5	Big Sister	7.3	—0.5
15	10	Guiding Light	7.2	—0.1
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	Armstrong Theater	9.5	+0.7
2	2	Grand Central Station	9.3	+0.9
3	3	Give and Take	8.7	+0.3
4	5	Adv. Archie Andrews	8.5	+0.4
5	12	One Man's Family	7.8	+1.4

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	4	Mr. Keen	13.9	+3.5
2	3	This is Your FBI	13.1	+2.0
3	2	Suspense	12.9	+2.0
4	1	Crime Photographer	12.7	+0.6
5	--	Lux Radio Theater	12.3	----
6	19	Jergens Journal	12.1	+4.1
7	7	Break the Bank	11.8	+1.4
8	6	Mr. District Attorney	11.3	+1.6
9	9	Stop Music (4th Qtr)	10.8	+1.4
10	--	People Are Funny	10.5	----
11	14	The "Fat Man"	10.5	+0.8
12	11	Mystery Theater	10.1	+1.8
13	--	My Friend Irma	9.8	----
14	--	FBI in Peace and War	9.7	----
15	15	Stop Music (3rd Qtr)	9.6	+0.9
16	34	Hit the Jackpot	9.5	+3.4
17	--	Godfrey's Talent Scouts	9.5	----
18	20	The Sheriff	9.4	+1.8
19	41	We, The People	9.1	+4.2
20	5	Hallmark Playhouse	9.0	—0.4
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	7.1	0.0
2	7	Edward R. Murrow	5.6	+1.3
3	3	Supper Club	5.4	+0.2
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	When Girl Marries	9.3	+1.2
2	3	Backstage Wife	8.3	+0.4
3	12	Young Widder Brown	8.1	+0.9
4	14	Portia Faces Life	7.9	+1.0
5	7	Right To Happiness	7.8	+0.1
6	13	Stella Dallas	7.7	+0.7
7	1	Our Gal Sunday	7.2	—0.2
8	15	Pepper Young's Family	7.1	—0.1
9	26	Arthur Godfrey (L&M)	6.9	+1.8
10	22	Lorenzo Jones	6.8	+0.6
11	5	Ma Perkins (CBS)	6.7	—0.2
12	6	Wendy Warren	6.6	—0.1
13	10	Second Mrs. Burton	6.4	—0.1
14	4	Big Sister	6.3	—0.7
15	25	Road of Life	6.2	—0.1
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	Grand Central Station	7.9	+1.2
2	2	Armstrong Theater	7.4	+1.0
3	3	Give and Take	6.8	+0.6
4	6	Adv. Archie Andrews	6.7	+0.7
5	7	Stars Over Hollywood	6.2	+0.9

PACIFIC HOOPERATINGS

Number of Listeners Per Listening Set *

		MONDAY thru FRIDAY			MONDAY thru FRIDAY
8-9 a.m.	Women	1.07	1-2 p.m.	Women	1.08
	Men	0.31		Men	0.25
	Children	0.32		Children	0.20
	Total	1.70		Total	1.53
9-10 a.m.	Women	1.04	2-3 p.m.	Women	1.06
	Men	0.22		Men	0.26
	Children	0.26		Children	0.28
	Total	1.52		Total	1.60
10-11 a.m.	Women	1.03	3-4 p.m.	Women	1.01
	Men	0.23		Men	0.24
	Children	0.18		Children	0.18
	Total	1.44		Total	1.43
11-12 a.m.	Women	1.06	4-5 p.m.	Women	0.98
	Men	0.25		Men	0.38
	Children	0.24		Children	0.22
	Total	1.55		Total	1.58
12-1 p.m.	Women	1.04	5-6 p.m.	Women	0.93
	Men	0.30		Men	0.47
	Children	0.22		Children	0.37
	Total	1.56		Total	1.77
		SUNDAY DAYTIME			SUNDAY DAYTIME
12-1 p.m.	Women	1.07	3-4 p.m.	Women	0.99
	Men	0.61		Men	0.78
	Children	0.26		Children	0.30
	Total	1.94		Total	2.07
1-2 p.m.	Women	0.96	4-5 p.m.	Women	1.10
	Men	0.68		Men	0.85
	Children	0.35		Children	0.29
	Total	1.99		Total	2.24
2-3 p.m.	Women	0.99	5-6 p.m.	Women	1.10
	Men	0.75		Men	0.84
	Children	0.24		Children	0.27
	Total	1.98		Total	2.21

* Figures based on Aug. 8-28, Sept. 1-21.

Preis of KTSA Elected AFA Dist. 10 Governor

REX PREIS, KTSA San Antonio sales manager, has been elected governor of District 10 of the Advertising Federation of America, succeeding Ira E. DeJernett of Dallas, the AFA offices in New York announced last Thursday.

Other officers elected are: Julian Herndon, Little Rock, first lieutenant governor; William Tipton, Houston, second lieutenant governor, and Alf Johnson, Dallas, who was re-elected executive secretary.

Three Canadian Shows In Elliott-Haynes Top 10

THREE CANADIAN programs are listed among first ten evening network shows for popularity in September, according to national ratings issued by Elliott-Haynes Ltd., Toronto. First ten evening programs in September were: *Radio Theatre* 24.8, *Album of Familiar Music* 14.9, *Mystery Theater* 13.4, *Twenty Questions* 13.3, *Ways & Shuster* 12.8 (Canadian program), *Music Hall* 11.5, *Take a Chance* 11.3 (Canadian program), *Treasure Trail* 11.1 (Canadian program), *Suspense* 10.6 and *Contented Hour* 9.2.

First five English daytime programs were: *Happy Gang* 15.5 (Canadian program), *Big Sister* 14.1, *Ma Perkins* 13.9, *Pepper Young's Family* 13.6, and *Road of Life* 12.9.

Leading French-language evening shows were: *Un Homme et Son Peche* 33.2, *Metropole* 22.4, *Cafe Concert* 16.6, *Prix d'Heroisme* 14.9, and *Juliette Beliveau* 13.9. Top French daytime programs were: *Jeunesse Doree* 21.6, *Rue Principale* 20.9, *A L'Enseigne des Fins Gourmets* 16.2, *Le Quart d'Heure de Detente* 15.6, and *Les Joyeux Troubadours* 15.3.

TV Sets in 6% of Philly Radio Homes, Pulse Says

THE PULSE Inc. last week reported that 6.1% or 54,620 of the 895,420 radio homes in the eight-county metropolitan area of Philadelphia have television sets.

Repeating a pattern found earlier in New York, the Pulse survey in Philadelphia revealed that television is by no means confined to upper income families. More than 50% of the video sets in the Philadelphia area are owned by families in the "getting by" and "poor" classifications.

Following table shows the percentage of television sets owned by four income brackets and the percentage of such families in relation to total population:

	% of TV Sets	% of Total Pop.
Prosperous	18.0	7.0
Comfortable	29.6	24.0
Getting by	40.0	43.0
Poor	12.4	26.0

PACIFIC HOOPERS—SEPTEMBER 1948

EVENING

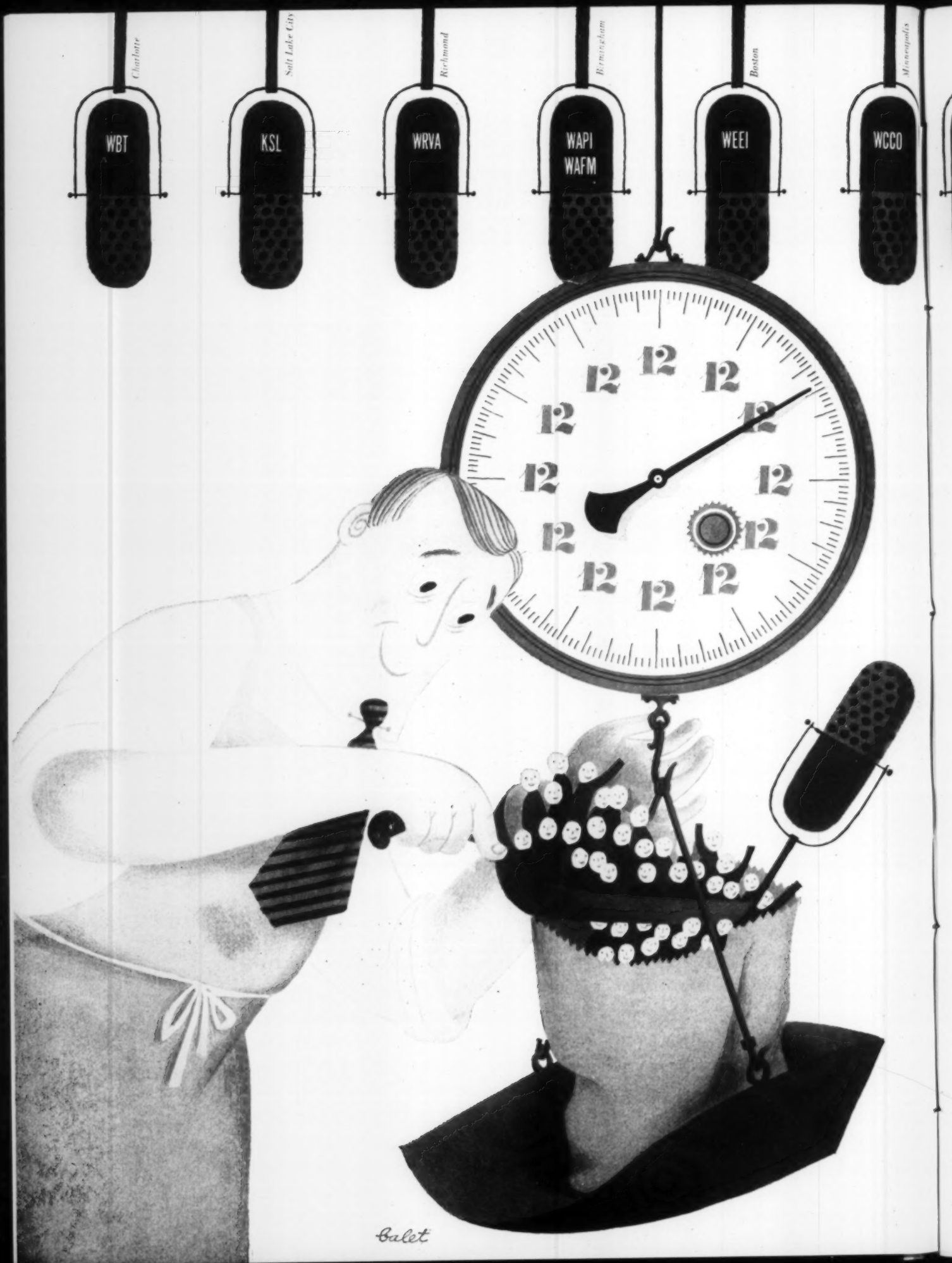
Program	No. of Cities	Sponsor & Agency	Hooper	Year Ago Hooper	+or—	Pos.
Blondie	6	Colgate-Palmolive-Peet (Esty)	14.7	10.	+ 3.9	9
Sam Spade	6	Wildroot Co. (BBDO)	14.6	8.1	+ 6.5	28
Horace Heidt	6	Phillip Morris (Biow)	14.4	---	---	---
FBI in Peace & War	6	Procter & Gamble (Biow)	13.7	2.5	+11.2	111
Inner Sanctum	6	Emerson Drug (BBDO)	12.9	9.3	+ 3.6	19
People Are Funny	6	B. A W. Tobacco Corp. (Seeds)	12.9	---	---	---
Radio Theatre	6	Lever Bros. (JWT)	12.5	11.4	+ 1.1	8
Take It or Leave It	6	Evershare Inc. (Biow)	12.4	9.5	+ 2.9	17
Godfrey's Talent Scouts	6	T. J. Lipton-Div. Lever (Y&R)	11.9	6.0	+ 5.9	59
The Whistler	6	Signal Oil Co. (Stebbins)	11.7	9.0	+ 2.7	23
Mr. District Attorney	6	Bristol-Myers (DC&S)	11.5	12.9	— 1.4	4
Red Skelton	6	Procter & Gamble (Seeds)	10.8	---	---	---
Strike It Rich	6	Ludens Inc. (Mathes)	10.6	---	---	---
Name of That Song	6	Wildroot Co. (BBDO)	10.0	6.5	+ 3.5	50
Let George Do It	6	Standard Oil (BBDO)	9.9	4.2	+ 5.7	87

EYE TO YOUR FUTURE

BROADCASTING—"The Newsweekly of radio *and* television"—announces still another new feature . . . still another BROADCASTING "First" . . . still another reason why the best way to keep your eye on television is to keep your eye on BROADCASTING.

In the issue of October 25, BROADCASTING publishes the first "TELECASTING Network Showsheet". Scheduled as a regular monthly feature, this easy-to-check chart provides you with the telecasting time and title of every television show—sustaining and sponsored—carried by NBC, CBS, ABC and DuMont throughout the entire video week. And that's not all. Each box also gives you the number of television outlets carrying the show and whether the program is live or on film. It all adds up to data you need to keep pace with America's fastest growing advertising medium.

BROADCASTING has always been first in the field of television—with more television news and more television advertising than any other publication in the country. Now, with "The Telecasting Network Showsheet" BROADCASTING leads the field by an even wider margin. With still another example of how BROADCASTING looks ahead—to help you get ahead.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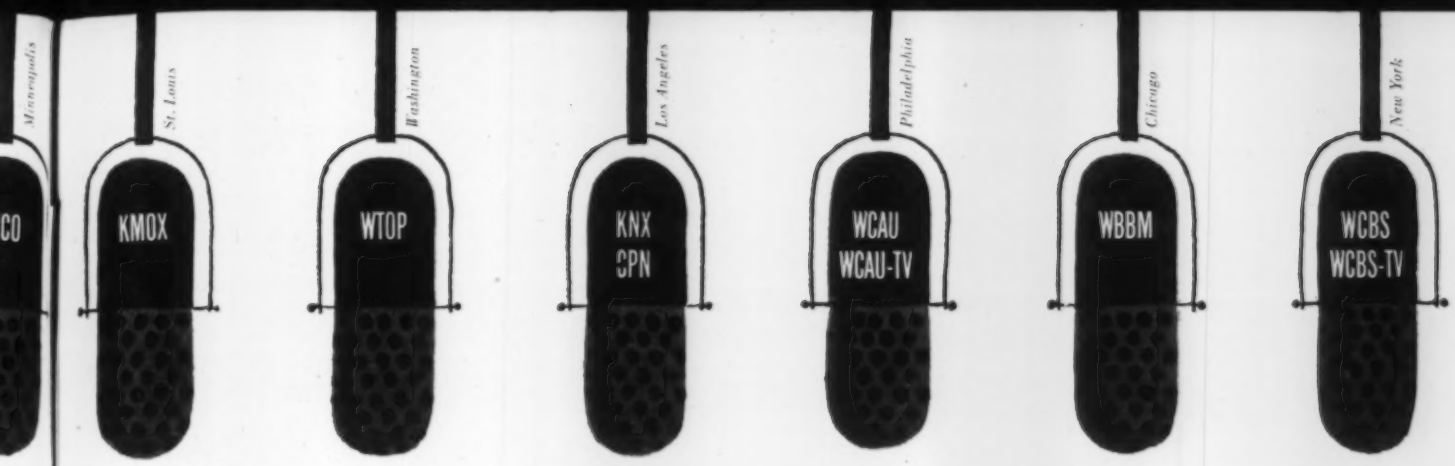

We give full measure

If you're weighing the relative value of markets and radio stations, call your Radio Sales Account Executive. He'll give you a full measure of accurate information on sales-effective radio advertising in 12 of your richest markets. For he has *exclusive* information gathered by spot radio's most resourceful research department: a staff which in the past six months alone—through its Listener Diary Studies—has compiled *356,645 individual measurements of audience size, composition and flow throughout the entire broadcast day and throughout the entire audience area of individual stations!* With these accumulated facts, Radio Sales can tip the scales in your favor.

RADIO AND TELEVISION **Radio Sales**

STATIONS REPRESENTATIVE...CBS

WHAS SALE

Total of Four Ask Approval

FORMAL application for FCC consent to sale of WHAS Louisville by Courier-Journal and Louisville Times Co. to Crosley Broadcasting Corp., AVCO Mfg. Corp. subsidiary, and licensee of WLW Cincinnati and WINS New York, was tendered for filing last week at the Commission [BROADCASTING, Sept. 27]. Cash consideration is $1,925,600, subject to adjustments.

Meanwhile, applications also have been filed for consent to changes in ownership of KORC Mineral Wells, Tex.; KPRA (FM) Portland, Ore., and WTUX and WTUX-FM Wilmington, Del.

The WHAS transaction, which includes affiliated television and FM properties, also provides that Crosley Broadcasting will continue the lease of quarters in the new newspaper building now under construction. Annual rental of $75,000 is specified. All 1,500 shares of common stock ($100 par) in WHAS Inc., licensee of the 50 kw clear-channel station on 840 kc, is transferred from the newspaper firm to Crosley Broadcasting. The Bingham family owns the *Courier-Journal* and *Louisville Times* and Barry Bingham is president of both WHAS Inc. and the publishing firm.

The sale is subject to the Commission's AVCO rule, requiring advertising of such transactions to permit open competitive bidding. First notice was published in the Bingham papers Oct. 12. The sale contract was signed Sept. 27 and is valid for one year. After that time, if FCC has not approved the sale, either party by notifying the other may drop the pact.

The Bingham group, in its application, told the Commission: "Consideration of long-term business policy, and particularly the desirability, under present conditions of postwar expansion, of concentrating in a single type enterprise—the publishing business—has led transferor to the conclusion that it is appropriate to sell its radio interests."

Crosley Broadcasting explained the request for the transfer "grew out of the assignee's considered belief that the collective skill and experience of its broadcasting organization of 550 fulltime people can be profitably applied to the operation of a station in Louisville."

Crosley said it believes "that by virtue of its financial resources and its concentration in the field of broadcasting, and the collateral field of television, that it is peculiarly in a position not only to make all possible improvements in the present service being supplied by WHAS to the public, but to insure the continuing ability of WHAS together with its FM license and television construction permit to properly expand its field of activity even though the assignee recognizes that the present broadcasting structure may encounter serious stresses occasioned by the advent of FM and television."

Crosley said that while it does not purport to have an "intimate knowledge of local affairs in the Louisville market," by virtue of its long operation of WLW "it has a most intimate knowledge of the needs and requirements of the small-town and rural people in Ohio, Indiana and Kentucky."

Crosley, in addition to WINS and WLW, holds construction permits for television stations WLWT Cincinnati, WLWC Columbus, Ohio, and WLWD Dayton, Ohio, and construction permits for FM stations WLWA Cincinnati, WLWF Columbus and WLWB Dayton. Television application is pending at Indianapolis and FM request is pending for New York.

Details of new applications:

WHAS, WHAS-FM and WHAS-TV Louisville, Ky.—Transfer of control of WHAS Inc., licensee of AM and permittee of FM and TV stations, from Courier-Journal and Louisville Times Co. to Crosley Broadcasting Corp. Publishing firm sells all 1,500 shares common stock ($100 par) in WHAS Inc. to Crosley, wholly-owned subsidiary of AVCO Mfg. Corp., for $1,925,000. Crosley is licensee of WLW Cincinnati and WINS New York; permittee of FM stations WLWA Cincinnati, WLWF Columbus, Ohio, and WLWB Dayton, and permittee of TV stations WLWT Cincinnati, WLWC Columbus and WLWD Dayton. Firm is FM applicant in New York and TV applicant in Indianapolis. WHAS is assigned 50 kw fulltime on 840 kc and is CBS affiliate. WHAS-TV is assigned Channel 9 (186-192 mc).

KORC Mineral Wells, Tex.—Assignment of license from Radio Station KORC, partnership of Raymond W. River and Herman S. Boles to Mr. River individually. Request stated "incompatibility of partnership" as reason for Mr. River's acquisition of the one-third interest held by Mr. Boles. In consideration Mr. River assumes current liabilities, not identified. Pair were granted purchase of station in July by FCC from Alfred Achilles Corcangas for $45,000 [BROADCASTING, July 12]. KORC is assigned 250 w day, 1140 kc.

KPRA Portland, Ore.—Assignment of CP for FM station from John C. Egan and Wilbur J. Jerman, partners doing business as Pacific Radio Advertising Service, to KWJJ Broadcast Co. Inc., operator of AM station KWJJ Portland. Messrs. Egan and Jerman are 42.5% and 50% owners respectively of KWJJ. Total consideration for FM outlet is $26,292.17 with KWJJ assuming note of $3,290 and crediting sellers with paid in surplus totaling difference, $23,002.17. Mr. Jerman is president and Mr. Egan secretary-treasurer of KWJJ. Merger would effect economy of operation and better service, application said. KPRA is assigned Channel 238 (95.5 mc) with 3.4 kw.

WTUX and WTUX-FM Wilmington, Del.—Transfer of control through sale of 20 shares common stock (10%) by J. M. Frere in Port Frere Broadcasting Co. Inc., AM licensee and FM permittee, to Gordon Kenneth MacIntosh and Howard R. Robinson who become 50% owner each. Mr. Frere sold his 20 shares, recovering his $200 down payment on stock, in October 1946, application said. Transfer request explained Mr. Frere wished to retire. WTUX is assigned 500 w day and 1290 kc.

WAIT

CHICAGO

Announces

the Appointment of

RADIO REPRESENTATIVES, Inc.

As Their National Representatives

EFFECTIVE IMMEDIATELY

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5000 WATTS

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The only thing the Minneapolis Tribune missed... KFYR's terrific coverage!

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK NO. DAKOTA

MINNEAPOLIS SUNDAY TRIBUNE
4 L Aug. 29, 1948

N. D. FACES ROSY FUTURE

Agricultural Output to Exceed Billion

By ED SHAVE
Minneapolis Tribune Staff Writer

BISMARCK, N. D.—An immense golden flood completely covers and sparkles on the vast farms and ranches of the booming Bison state.

Total agricultural products being produced this sensational summer on the 70,000 farms which decorate the immense Dakota plains will be well over $1,000,000,000.

EVERYONE OPTIMISTIC

North Dakota's population is 545,000 and 270,000 live directly off the soil, with 90,000 of these less than 14 years of age. Yet the total purchasing power for 1947 was nearly $500,000,000 and income per farm unit was $12,500. Dakota's per capita income is $1,678 which is almost tops for the United States. It is the highest of any agricultural state.

Income from wheat will total more than $300,000,000, barley and flax will bring $200,000,000, durum well over $100,000,000, corn, rye, hay, sugar beets, soy beans, will add an additional $125,000,000, with approximately $40,000,000 from potatoes.

From the green lush ranches to the markets will come livestock—beef, sheep, hogs, poultry—with a total value of more than $230,000,000.

Modern mechanized farming methods have made it possible for tillers of the Dakota soil to achieve this remarkable record. Dakota leads the United States in barley, spring wheat, and durum. Bank deposits are at an all time high with $600,000,000 in the vaults just waiting for an opportunity to be spent for machinery, buildings, modernization, trucks, automobiles, refrigerators, and all of the things which go to make a complete and modern community.

~DION~

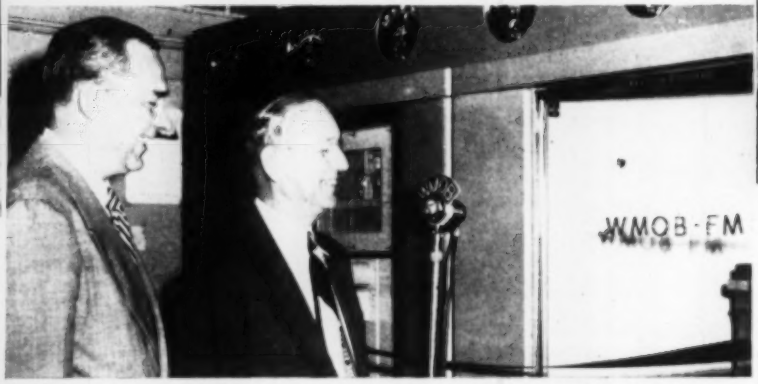
Radiorama

BIG BLOW is occasioned by eighth anniversary and renewal of Shell Oil Co.'s "Jack Horner's Corner" on KSTP Minneapolis-St. Paul and Northwest Network. Puckered up are (l to r) Roy Ruyle, Shell; Jack Horner, sportscaster, and Miller Robertson, KSTP sales manager.

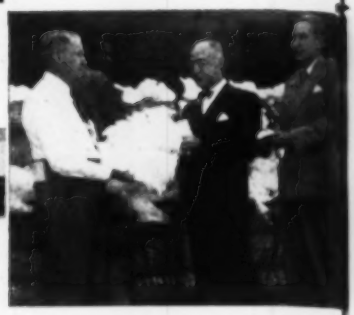
EXCHANGING notes after premiere of American Assn. of Railroad's "Railroad Hour" on ABC are (l to r): Ken Burton, director; Clarence Goshorn, president of Benton & Bowles, agency handling account; Dinah Shore, guest star; Col. Robert S. Henry, AAR vice president and public relations director, and Jane Powell, guest star.

BRIEFLY this RCA antenna for KPIX (T San Francisco was the highest in t world as it was flown from Newa N. J., to Burbank, Calif., aboard a C-5 Antenna was dismantled for trip.

FACES are tense at the opening of WSB-TV Atlanta. Thad Horton (l), WSB-TV sports director, watches the technique as WPIX (TV) New York's newsreel cameraman, John Feierbacher, films the initial telecast for the station on Sept. 29.



IT WAS A JOYFUL occasion when WMOB-FM Mobile, Ala. went on the air Oct. 7, with a broadcast headed by Dewey Long (l), general manager, and Mobile's Mayor Ernest Megginson. WMOB is an ABC affiliate and a Nunn station. WMOB-FM is on Channel 248 (97.5 mc) with 8.8 kw.



"COTTON ED" KOBAK (c), MBS president examines produce of his plantation with Walter Brown (r), president of WORD Spartanburg, WTNT Augusta, and partner of Mr. Kobak's in WTWA Thomson, Ga. Edgar Wilson, merchant, is at left.

NEW OFFICERS of St. Louis Ad Club, C. L. Thomas (l), general manager of KXOK St. Louis, vice president, and James B. Wilson (r), v.p. of D'Arcy Adv., St. Louis, president, are congratulated by Walter Heren, advertising manager of Union Electric Co.

FIRST BROADCAST of Columbia's "Our Miss Brooks" for Colgate-Palmolive-Peet brings together (l to r) Al Lewis, director-writer; Frank O'Connor, Ted Bates Inc., agency in charge; Harry Ackerman, CBS Hollywood; Austin Peterson, Ted Bates Inc. v.p.; Eve Arden, star; D. W. Thornburgh, CBS Western v.p., Larry Berns, producer.

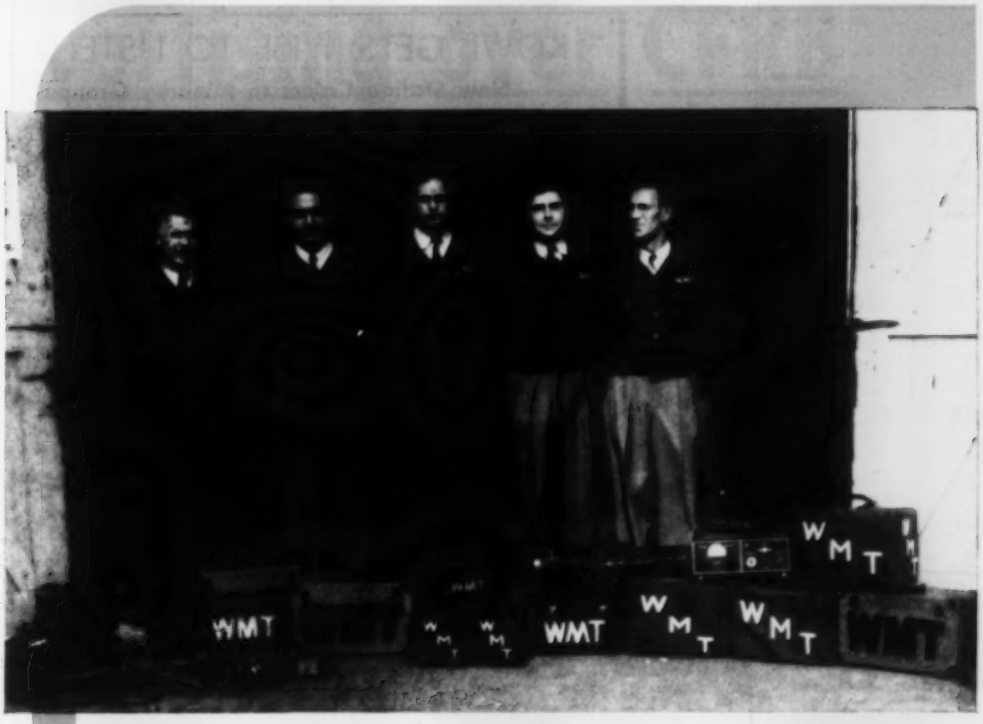
SPONSOR Ted Koppleman (second from r), president of Lackawanna Pants Co. greets his talent, Maestro Guy Lombardo (second from l), with Jack Nedell (l), WGBI Scranton, and Herb Gordon (r), Frederick W. Ziv Co. Lackawanna sponsors Ziv's Lombardo package show on WGBI.

AT HOLLYWOOD party celebrating return of NBC's Sunday program lineup are (l to r) Cal Kuhl, J. Walter Thompson Co.; Wayne Tiss, BBDO; Helen Murray Hall, NBC Hollywood; Arthur Pryor, BBDO, and Tom Lane, Rexall Co.

CLASSIC Spanish tradition dominates the architecture of KDB Santa Barbara's new home. Formal opening of the new headquarters of the Don Lee station was held Oct. 16. KDB Chief Engineer Forrest Choate supervised work.

An alert Station needs lots of remote amplifiers

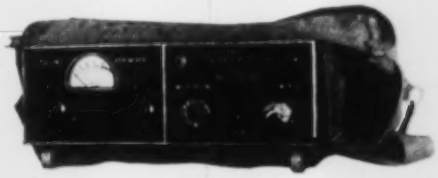
. . . not only that, but *several types* of remote amplifiers. The Collins line of remote amplifiers includes models to meet all requirements of AM and FM stations.



Five WMT engineers and the Collins remote equipment with which they covered an Iowa Dairy Cattle Congress. Left to right, M. Powlishta, Frank Makinster, WMT Chief Engineer George Hixenbaugh, Edwin Updegraff, and Dean Harger. The remote equipment consists of 3 Collins 122's, 3 Collins 212Y's, one Collins 212U, Western Electric microphones, and batteries.

Collins 212Y Remote Amplifier

The Collins 212Y single channel a-c operated remote combines small size and light weight with high fidelity. Careful engineering design has produced an extremely compact, completely accessible unit suitable for dance orchestra and newsroom pickups, sports broadcasts, and other applications where fast set-up is necessary. The low cost of the 212Y suggests its permanent installation at points where pickups are made regularly. One high fidelity channel is incorporated, which operates from a low level velocity, dynamic or other self-generating microphone. Because of its simple installation and operation, the 212Y can be handled by non-technical personnel. Provision is made for battery operation in conjunction with a Collins 412C-2 battery box, available at extra cost.



Collins 212U Remote Amplifier

The Collins 212U two-channel a-c operated remote consists of a 212Y and a Collins 60H mixer. Both units are mounted in a single aluminum cabinet, furnished with a carrying case with handle and shoulder strap. The mixing controls are ladder type attenuators, having db calibrations on the front panel. The master gain is the volume control on the 212Y. Because it has two high fidelity channels, the 212U provides opportunity for the services of a separate technician. It also can be battery operated with a 412C-2 battery box and interconnecting cable.

Collins 60H Remote Mixer

The Collins 60H two-channel remote mixer is available for stations already owning Collins 212Y remote amplifiers which they wish to convert into 212U's. It consists of a mixer chassis in an aluminum cabinet which has an opening for the insertion of the 212Y amplifier, and is supplied with a convenient canvas carrying case with handle and shoulder strap. The 212Y slides into the 60H case exactly as it does into its own case. A built-in plug and socket make the connection as the amplifier is installed in the mixer case.

Collins 12Z-2 and 12Z-3 Remote Amplifiers

The 12Z is a prime example of Collins design ingenuity, quality and efficiency. Advanced engineering has combined four input channels with individual controls, a master control, an a-c power supply, and a self-contained battery power supply in one easily carried unit. The program is protected against a-c failure by automatic, instantaneous change-over to battery operation. When a-c power is restored, the 12Z may be put back, also instantaneously, on a-c. Input impedance of 12Z-2, 30/50 ohms; 12Z-3, 200/250 ohms. Otherwise the two are identical.

These remote amplifiers are pictured and described in greater detail on pages 17 to 24 of your Collins Broadcast Speech Equipment and Accessories book. If you haven't a copy, by all means write us for one.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y. 458 South Spring Street, Los Angeles 13, California

WMBD
dominates
PEORIAREA
with
DOUBLE COVERAGE

NEW! 5,000
Watt AM Facilities

TWICE the nighttime coverage and 20% greater daytime coverage . . . the result of WMBD's new AM transmitting equipment and new transmitter location, plus increased power to 5000 watts at night.

NEW! 20,000
Watt FM Facilities

Tremendous listenership bonus for advertisers beyond the new AM coverage **AT NO EXTRA COST.** New FM equipment and 20,000 watt power give WMBD listeners complete duplication of every AM broadcast.

Dominant Voice in One of America's Top Markets

Sales Management's Survey of Buying Power (May, 1948) shows **PEORIAREA** even **RICHER** than ever before . . . with effective buying power at a new all-time high.

WMBD alone keeps pace! Newest, tallest structure in Peoriarea is the 450 ft. AM-FM tower. Also ready are 3 new 175 ft. AM towers and new AM and FM transmitters. Practically completed are WMBD's new theatre, studios and offices — the most modern in the Mid-West.

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

KOWL GETS WISE TO LISTENERS

New Station Caters to Minority Groups Of Coast's Population

THERE may be little new under the radio sun, but programming for audience appeal is still a good bet for a new station in a well established market.

KOWL Santa Monica, Calif., went on the air just about a year ago, already confronted by many older and well established stations. After study, Art Croghan, president and commercial manager, decided there was only one doing any foreign language programming and none aiming at Negro listeners.

Mr. Adams

Starting first with an appeal aimed at those who spoke Spanish, Italian and Yiddish, he established daily programs for those groups; for the German and Scandinavian segments weekly programming was set in motion. About six months ago, he decided to do something for the city's 360,000 Negroes.

Music seemed a likely format, but the question of who should do it remained. One of the station's salesmen brought up the name of a Joe Adams. He had been assistant to Al Jarvis, disc m.c. on KLAC Hollywood, for 15 months. Joe Adams had also been working with Bill Anson, another jockey on KFWB Los Angeles, and had been connected with *Wings Over Jordan.*

Mr. Adams was the first Negro man to mount the disc microphone in Los Angeles with his own program. Negro newspapers in Los Angeles heralded the event with considerable publicity for KOWL and Disc Jockey Adams.

Starting with an hour six days a week, he played jive, sweet and hot plus bebop, with guest appearances of musicians, white and Negro. After a couple of months on the air, Mr. Adams asked his listeners to call in and advise whether they wanted more sweet or more hot. The switchboard clocked over 400 calls.

To prove the commercial pull the program had, the station obtained three $4 packets of cosmetics and three albums for prizes each day. Only women could "Name That Tune" sung by a male vocalist. Only men could answer the mystery tune sung by a female vocalist. After three days and 2,300 phone calls the phone company interceded, with regret, because of the burden caused on the exchange.

Commercially, the program has enjoyed the support of several sponsors, the most prominent of whom is "The Smiling Irishman," used car dealer. He reported an increase of 45% in his sales immediately following start of one quarter-hour across the board. Of this number 15% were white customers.

Other advertisers have included Milani Foods, PDQ gasoline, Hollywood Race Track and Los Angeles Dons, professional football team.

HABITS OF FARMERS STUDIED IN SURVEY

AN INDEX to habits of Iowa farmers has been provided in a survey by the Iowa Poll of Des Moines, indicating that 62% retire by 10 p.m. during winter and 71% by that hour during the remainder of the year. Henry J. Kroeger is director of research for the poll.

It was revealed that 87% of the farmers arise by 6 a.m. during spring, summer and early fall. During these seasons 68% of them get to bed between 8:30 and 10 p.m. During the winter months, 85% get up between 5 and 7 a.m.; only 1% are up before 5 a.m. Seventy-two percent are in bed during the cold weather between 8 and 10:30 p.m. Only 4% retire in the 7-8:30 p.m. period during winter.

Breakfast is served for 90% of the farmers, during the spring, summer and early fall, between 5 and 7 a.m. Only 1% have their breakfasts before 5 a.m. During the winter, 83% eat breakfast during the 6-8 a.m. period; 7% between 5 and 6 a.m.

'4-Way' Schedule

THE BEAUMONT Co., St. Louis, through its agency, Harry B. Cohen Adv. Co., New York, started, on Oct. 11, a heavy broadcasting schedule for 4-Way Cold Tablets, on 109 stations. The firm is using one-minute spots, chain breaks, five-, ten- and fifteen-minute shows. Contracts are from 20 to 22 weeks.

TWO CANADIAN FM STATIONS AUTHORIZED

TWO new FM stations have been licensed in Canada. FM licenses were granted to CJCS Stratford and CKVL Verdun, the latter a Montreal suburb.

These stations were recommended for licenses at September meeting of CBC board of governors which also deferred for at least a year new AM French-language station application for Saskatoon, by Radio Prairies Nord Ltd., for 1 kw on 950 kc. Deferment was ruled to provide an opportunity to observe a year's operation of a new French-language station at Edmonton, 5 kw on 680 kc, which is not yet in operation.

A number of share transfers were authorized for AM stations and a number of station corporate name changes were recommended. CKRS Jonquiere, Que., is now licensed to Radio Saguenay Ltd.; CKSO is now licensed to CKSO Sudbury Ltd.; CKOX Woodstock, is now licensed to Oxford Broadcasting Co. Ltd.; and CJRW Summerside, P.E.I., to Gulf Broadcasting Co. Ltd.

Change in frequency was recommended for CKOK Penticton, B. C., with 250 w—from 1550 kc to 800 kc. CJCB Sydney, N. S., was granted permission to install an emergency transmitter. Broadcast pick-up licenses were granted to CHVC Niagara Falls, CHWK Chilliwack, and CKCL Truro. A new 100 watt station for Department of National Defence was recommended at Hay River, Northwest Territories, to give service to military personnel and civilians in this frontier region.

Quits Political Post

VAN M. KENNEDY, president and general manager of KSIX Corpus Christi, Tex., has resigned as secretary of the State Democratic Executive Committee of Texas. Mr. Kennedy, who has held the office intermittently for 14 years, resigned due to the pressure of "personal business enterprises."

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

Your advertising over CFRB now broadcast on 50,000 watts!

CFRB's new 50,000 watt directional antenna transmitter at Clarkson, Ont. Built at an estimated cost of $500,000, this transmitter is completely up-to-date, from the 250,000 volt-amperes generator in the power room, to the top of its four 250 feet high transmission towers.

ON September 1st Radio Station CFRB, Toronto, increased its power fivefold—bringing a new high in good listening to CFRB's vast audience—presenting a new high in potential radio homes to CFRB's advertisers.

CFRB, broadcasting over its completely new high-powered 50,000 watt transmitter, is now the most powerful independently owned station in the British Commonwealth.

Now more than ever before CFRB is your No. 1 buy in Canada's No. 1 market.

CFRB

1010 ON YOUR DIAL

Representatives:

UNITED STATES: Adam J. Young Jr., Incorporated

CANADA: All-Canada Radio Facilities Limited

Preferred by VICE-PRESIDENTS

"The BROADCASTING Yearbook is truly the Book of the Year with our people. We find it a quick, accurate and indispensable guide."

Ralph Smith

RALPH SMITH
Executive Vice President
Duane Jones Company, Inc.
New York City

Preferred by VICE-PRESIDENTS

"Every time I ask for some radio information the answer is—'wait till I get my BROADCASTING Yearbook.' The only way I can get along without the Yearbook is to make sure that everybody in the place has a copy."

Robert C. Temple

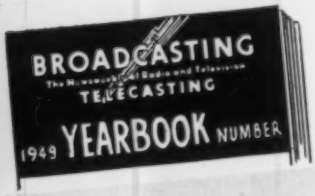
ROBERT C. TEMPLE
Executive Vice President
Raymond R. Morgan Co.
Hollywood

Preferred by VICE-PRESIDENTS

"Complete, comprehensive and indispensable to the agency executive."

T. F. Harrington

T. F. HARRINGTON
Vice President
Ted Bates, Inc.
New York City



Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

CONTRABAND TV

Legal Remedies Prescribed

THE REPRODUCTION of television broadcasts in theatres, hotels, dance halls, taverns and other public places can be legally stopped, according to an article in the September issue of *Columbia Law Review*.

Titled, "Unauthorized Use of Telecasts," and written by David M. Solinger, New York attorney representing a variety of interests in radio and advertising, the article presents a thorough analysis of the rights of TV broadcasters in the material they broadcast and the legal methods by which those rights may be protected.

"To obtain relief from a court of equity, a litigant must demonstrate that he has some sort of a right which the court will recognize," Mr. Solinger writes. "Where such a right exists, the unauthorized use of a television broadcast can be restrained."

"With few exceptions," the article states, "television programs consist of material in which the telecaster has an absolute property right, such as statutory or common law copyright. The exceptions are news events and material in the public domain. (Even such programs are not exceptions if they include any copyrighted music or commercial announcements.) Where the program is a news event or contains only material in the public domain, the telecaster may, nevertheless, have an absolute property right in the telecast, itself, resulting from the blending of various skills and intellectual efforts.

INS Case

"It is only where the telecaster has no one of these three absolute property rights," Mr. Solinger continued, "that recourse must be had to the kind of quasi-property right recognized in the International News Service case. [In this case, the Supreme Court enjoined INS from transmitting to its Western papers news collected by AP and published earlier by AP members in the East.] Where he has lost his property right by publication or dedication, but seeks to limit its effect by attempting to impose a restriction on the use of the telecast, the equitable servitude doctrine is available." [An example of "equitable servitude" is the opening and closing announcement of some telecasters that the programs broadcast over their facilities are for home reception only.]

Despite the appeal of such slogans as "freedom of the air" and "no property right in the news," Mr. Solinger points out that "it is difficult not to react with sympathy to the claim of a promoter of an event or of the parties who create a television broadcast that, since they are responsible for originating it, they alone should control its use—subject only to the general supervision of the courts to make sure that no vital interest of the listening public is injured."

While "untraditional," this approach is in line with "a growing tendency in the courts, particularly with respect to the broad and vague field sometimes called 'trade relations,' to ignore the standard labels and to grant relief where it seems warranted, regardless of whether the facts fit some recognized legal cubbyhole," Mr. Solinger says.

Protection Means

Television broadcasts may be protected against unauthorized use by legal devices, such as copyrighting a piece of music and using it on all news and public domain programs, or by special legislation, he points out. But, he adds, "neither devices nor legislation should be necessary. The courts have at their disposal the tools necessary to resolve whatever conflicts of interest may arise and, without injury to the public, to protect and foster the new and growing television industry, which already promises so much to the economic and social development of the nation."

French TV Tube

A NEW television tube of extremely high sensitivity and very low grain has been developed in France, according to Volney D. Hurd, Paris correspondent of the *Christian Science Monitor*. Developed by Henri de France, the tube, under the name of Eriscope, separates the photoelectric and secondary emissions of the mosaic by using a special plate with metal on one side and mica on the other. The tube is reported to weigh only six pounds and costs $600 to make. With the tube 1,000-line video is reportedly possible due to the low grain.

UNESCO Elevates Hanna To New Paris Assignment

ELEVATION of Michael R. Hanna, general manager of WHCU Ithaca, N. Y., to the post of public relations consultant to the United Nations Educational, Scientific and Cultural Organization's Radio Program Committee, was announced in Washington last week. Announcement came after Mr. Hanna had conferred with Julian Huxley, UNESCO director general, and State Dept. officials.

Mr. Hanna, originally named to represent American broadcasters in Paris Oct. 23-Nov. 3 at a meeting of a special mass communications group set up by UNESCO [BROADCASTING, Oct. 11], will leave for the French capital late this month. In his new capacity he will advise representatives of radio from 18 member nations in their planning for a world-wide, free flow of information as a basic international movement for world peace.

Harry B. Read, Partner In KWRO Coquille, Dies

HARRY B. READ, 56, founder of KOIN and KXL Portland, and a partner in the new KWRO Coquille, Ore., died Oct. 9 of a heart attack. KWRO will start service within a month, according to Walter L. Read, brother of Mr. Read and partner in the station.

Harry Read originally moved KQP from Hood River, Ore., to Portland and changed the call letters to KOIN. Relinquishing KOIN in 1926, he founded KXL the same year. Messrs. Read opened KSLM Salem in 1934 and also controlled KOOS Coos Bay. In 1935 Harry Read gained control of KSLM and Walter Read gained control of KOOS. Glenn E. McCormick now is chief owner of KSLM while Sheldon F. Sackett heads KOOS.

COVERAGE at Low Cost of
YOUNGSTOWN
OHIO'S 3rd MARKET
with
WFMJ • WFMJ-FM
ABC

Population	520,300.
Retail Sales (Est. 1947)	$406,090,000.

"Copyright 1948, Sales Management Survey of Buying Power"

ASK HEADLEY REED

ELLZEY'S Hardware store, Biloxi, Miss., completes deal on sponsorship of high school and college football games on WLOX Biloxi. Putting it on paper are (l to r) Carl Upchurch, WLOX sales manager; C. N. Ellzey Sr., store owner, and Gene Tibbett, WLOX general manager. Store also is co-op sponsor of MBS Gabriel Heatter show.

Old Time - Sharing Case Nears Court

AFTER nine years before the FCC, the time-sharing case involving WTNJ Trenton, WCAM Camden, and WCAP Asbury Park appears headed for a round in the courts.

WTNJ, which would become a daytime station with power reduced from 500 to 250 w under the Commission's decision [BROADCASTING, Sept. 20], filed notice of appeal last week and asked the court to issue a stay order to maintain the *status quo* until the appeal is heard.

The appeal was taken to the U. S. Circuit Court of Appeals for the District of Columbia by Elmer W. Pratt, Washington counsel for WTNJ. Because of the complexity of the case, FCC asked that the five-day period for filing its reply to the petition for stay order be extended to today (Monday).

Under FCC's decision WTNJ, which has shared time on 1310 kc with WCAM and WCAP, would operate as a 250-w daytime station on 1300 kc, while WCAM and WCAP would each operate fulltime on 1310 kc with 250 w.

WTNJ told the court that "valuable and important property rights . . . are placed in jeopardy" by the decision, and that "it is problematical whether the station could economically survive."

The station also claimed the decision "awards fulltime to two stations (WCAM and WCAP), both with poor operating records, located in cities of smaller population than Trenton, and deprives Trenton, the capital of New Jersey, of an excellent technical service, which it has enjoyed for more than 25 years."

Portions of the three-station case, which included renewal applications and requests for modification of licenses, date back to 1939 and 1940.

CANADIANS DISCUSS AFFILIATES PROBLEMS

A WELL-ATTENDED meeting of Ontario and Quebec affiliated stations of Trans-Canada and Dominion networks at King Edward Hotel, Toronto, Oct. 7 and 8, discussed problems of network affiliates ranging from reserved time periods to better summer replacements.

Meetings were held under chairmanship of George Young, station relations supervisor of Canadian Broadcasting Corp. He announced that Western Canadian Dominion network affiliates will meet with CBC network executives at Bessborough Hotel, Saskatoon, Nov. 16, and that British Columbia stations of both CBC networks will meet in Vancouver Nov. 19 and 20.

Problems covered the entire range of station operations, including newscasts, sustaining community service flashes between network programs, increases in station rates, commercial programs for Christmas Day, and reports from the CBC commercial division. In addition, Ron Fraser, CBC supervisor of press and information, dealt with closer cooperation with stations on program promotion, including series of mike spots recently started, and a series of regional meetings for station promotion men with CBC press and information executives early in 1949.

Attending the meetings were: A. D. Dunton, CBC board of governors, chairman, Ottawa; Dr. A. Frigon, CBC general manager, Ottawa; E. A. Weir and Walter Powell, CBC commercial manager and assistant commercial manager, Toronto; Gordon Keeble, CFCF Montreal; Ralph Parker, CFPA Port Arthur; Louis Leprohon, CKCO Ottawa; A. Gauthier, CKTS Sherbrooke; Gordon Archibald, CHOV Pembroke; Jack Radford, CFJM Brockville; Russ Baer, CHEX Peterborough; Bob Kesten, CJBC Toronto; Walter Blackburn and Don Wright, CFPL London; Gordon Smith, CFOR Orillia; C. Wingrove, CKTB St. Catherines; Tom Darling, CHML Hamilton; Wm. O'Reilly, CBM Montreal; Chas. Wright, CBO Ottawa; Roy Hoffstetter, CKWS Kingston; Harry Boyle and H. Z. Palmer, CBL Toronto; Cliff Pickrem, CFCH North Bay; Harry Edgar, CJKL Kirkland Lake; H. C. Freeman and Jack Davidson, CKGB Timmins; Wilf Woodill, CKSO Sudbury; Grant Hyland, CJIC Sault Ste. Marie; Geo. Jeffrey, CKPR Fort William; Lyman Potts, CKOC Hamilton; Claude Irvine, CHOK Sarnia; M. Valiquette, CBC Montreal; and from CBC Toronto executive offices, Ron Johnston, H. Clarke, R. E. Keddy, Stan Hamilton, H. G. Walker, and Ron Fraser.

Claude A. Maund

CLAUDE A. MAUND, 36, FM supervisor at KRLD Dallas, died Oct. 12 following a long illness. He entered the hospital June 6 after completing installation of a new transmitter at KRLD. He had been on the station's engineering staff since 1933. He leaves a wife and two sons.

How is Your Sales Picture in Nashville?

Just pretty good? Then let WSIX pep it up. Dozens of national, regional and local sponsors, who buy WSIX year after year, have proved that WSIX does a real sales job in its 60 BMB counties. Here 1,321,400 * people, spending $654,888,000 * in retail stores, make a rich potential market for your products. That's where WSIX can help your sales picture!

* Projected from Sales Management, May '48

BETTER BUY WSIX

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

WNAX

YANKTON – SIOUX CITY

OUR 26 YEARS DEVOTED TO WINNING LOYAL LISTENERS

PLUS

CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX

Represented by THE KATZ AGENCY

570 KC
5000 WATTS
AFFILIATED ABC

Television Heads Agenda For CBC Board Meeting

TELEVISION will be major subject at meeting of board of governors of Canadian Broadcasting Corp. Oct. 27-29 at Ottawa. At its May meeting the CBC board announced, after denying a TV license to CHML Hamilton, that it would hear applicants and be prepared to make recommendations for TV licenses at its first meeting after Oct. 1.

License to CHML was denied because Hamilton has had one TV channel assigned to it, and CBC wants to retain this for its own station. There are three channels assigned to Toronto, one of which will be retained by CBC, and there are at least four applicants for the other two, including CFRB and CKEY, both Toronto, Al Leary, former part-owner of CHUM Toronto, and the Rank theatre interests.

In Montreal there are four channels assigned, of which CBC is expected to take two, one for French and one for English programs. CKAC and CFCF, Montreal stations, are applying for the other two channels.

WEAT Lake Worth, Fla., reecived a Distinguished Service Award "For meritorious service during the storm emergency of Sept. 21 and 22, 1948," from the American Red Cross and the American Legion Disaster Organization. Award was presented to staffers at special luncheon meeting by Lake Worth Kiwanis Club.

ARRANGEMENTS for third year of sponsorship of Western Kentucky State College football games by Barnard & Walker Real Estate Agency over WLBJ Bowling Green, Ky., are completed by Ken Given (l), station manager, who will handle play-by-play, and Mr. Barnard, president of Barnard & Walker. Games also will be carried on WBON, FM affiliate of WLBJ.

CBC Program Men Weigh New Coordination Plan

GREATER coordination between French-language and English-language Canadian networks was planned at a meeting of top Canadian Broadcasting Corp. program men from all parts of Canada at Toronto, Oct. 4-6. More exchange programs are contemplated.

The program men tabled reports showing that many persons who no longer listen regularly to radio were being brought back by the CBC Trans-Canada Network Wednesday evening cultural programs. Even privately-owned stations affiliated with CBC Trans-Canada take three-hour Wednesday evening sustaining programs to satisfy requests of listeners in highly competitive listening areas, it was pointed out. More affiliated stations are now carrying the programs than at any time since they were launched a year ago.

Reports on operations were given by Harry Boyle, supervisor of Trans-Canada, and Bud Walker, supervisor of Dominion Network. Also discussed was standardization of fees for talks broadcasts and the scale of payment for scripts. An engineering report on network programming was presented.

Proposed Midwest Net Starts Tests on FM Relays

RELAY TESTS are now being made by a seven-station FM network to operate in the Midwest. Participating stations are WCTS Cincinnati and six Indiana outlets: WXLW Indianapolis, WCSI Columbus, WFTW Fort Wayne, WIKY Evansville, WFAW Lafayette and WEAW Evanston.

Tests are run three nights a week at 11:15 p.m. with each station taking a turn at originating programs. When tests are completed, plans will be made for a regular nighttime FM network of the seven participating stations.

RCA Tube Dept.'s 1949 Tube Reference and Calendar Notebook is now on the presses and will soon be ready for issue to radio dealers, servicemen, engineers and technicians.

Lottridge Is Partner In Production Firm

Former WOC Head Also Named To Staff of KSTT Davenport

HERENDEEN-LOTTRIDGE Productions Inc., a Chicago-New York firm specializing in installation and operational plans for television as well as AM and FM, has been formed, according to Buryl Lottridge, former vice president and general manager of WOC Davenport, Iowa.

At the same time A. M. McGregor and Hugh Norman, owners of KSTT Davenport, announced that Mr. Lottridge, a resident of Davenport, had been named to the executive staff of the station. He will assist in supervision of programming, sales and general station operations. Mr. Lottridge plans to retain his residence in Davenport for the present.

Chicago office of Herendeen-Lottridge Productions at 37 W. Van Buren St. will be in charge of Mr. Lottridge, who has been in radio since 1924. He had held the WOC vice presidency and general managership for nine years before his resignation.

Mr. Herendeen, who has been identified with AM production and operations since 1927, will direct the firm's New York office at 113 W. 42nd St. He entered the field of TV direction and production in 1947, following a career as playwright, composer and lyricist since 1914.

NBC Stresses UN Theme In Programs This Week

THE THIRD annual observance of United Nations Week, sponsored by NBC and the American Assn. for the United Nations, was launched yesterday. A six-day celebration, part of which will be broadcast, is scheduled for Rockefeller Plaza, New York.

Band and choral concerts, folk dancing and speeches concerning the work of the UN will be featured. Ceremonies will be broadcast Monday through Friday by NBC (excluding WNBC New York) from 12:15 to 12:30 p.m.

In addition to carrying these broadcasts of the New York celebration, NBC will devote all sustaining programs in public affairs and education to UN themes. Also many top entertainment shows on the network will insert UN messages.

Yes Campaign

A HIGHLY intensive local advertising campaign will be launched this month in 15 markets east of the Mississippi for Yes facial tissues, according to Robert Monteith, vice president of Personal Products Corp., Milltown, N. J. (Yes tissues). The radio spot campaign began Oct. 13 on approximately 45 stations in 13 markets. The 26-week contracts were placed by BBDO, New York.

COMING TO
MIAMI
THIS WINTER?
All the best NBC Shows are back, plus some outstanding new ones...and we've added a couple of new hits to our own Parade of Local Shows that rate top billing with the Greater Miami radio audience.
WIOD
FIRST IN MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

WBAL-TV NOW ON AIR

60 HOURS WEEKLY!

Beginning Monday, October 11th, WBAL-TV added an afternoon schedule, Monday thru Friday, beginning at 12:00 Noon, consisting of live broadcasts, news and transcribed programs with appropriate pictures.

"Hi-Jinks", all star noontime variety show is now broadcasting simultaneously on WBAL and WBAL-TV on Monday, Tuesday and Thursday. Wednesday and Friday telecasts will be added soon. "Television Matinee" continues Monday thru Friday from 4:00 to 5:00 p.m.

Other afternoon features include "Calvalcade of Hits", "Melody Matinee", "Cathedral Hour" and "Rendezvous with Rhythm".

On Saturday afternoons WBAL-TV telecasts the NBC football game of the week, and on Sunday afternoon, the Washington Redskins games.

In addition to NBC programs WBAL-TV telecasts local live studio features including "Song Shop", "Album Review", "Television Talent Hunt", "It Pays to Look", "Paul's Puppets", "Look and Cook", "Know Your Symphony", "Baltimore's Opportunities", "Fixit Shop", "Listen Motorists", "America's Songs", "Silhouettes in Song", "Let's Look at the News", "Looking at Sports", "Open House" and "Photography Can Be Fun". Film features include "Sports Album", "Touchdown" and "Wild West Theatre". Comment programs are conducted by Dr. David E. Weglein, and former Mayors Theodore R. McKeldin and Howard Jackson.

IN BALTIMORE

WBAL and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio and Television are on WBAL and WBAL-TV

NBC AFFILIATE—Nationally Represented By Edward Petry Co.

IN BALTIMORE

WBAL

and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio are on WBAL

1090 Kilocycles • 50,000 Watts

N B C Affiliate

The Greatest Shows in Television are on WBAL-TV

32,600 Watts (Effective Power)

Channel 11 • N B C Affitiate

WBAL and WBAL-TV • 2610 North Charles Street • Baltimore 18, Md.

Some of the Growing List of LOCAL and NATIONAL Advertisers who use BOTH WBAL and WBAL-TV

CAMEL

GENERAL ELECTRIC

Firestone

ARROW BEER
Globe Brewery, Inc., Baltimore, Md.

Esso

HUTZLER BROTHERS CO.

MAXWELL HOUSE

BULOVA

LUCKY STRIKE

Chesterfield

Swift & Company

KRAFT

REM

JELLO

Athey's PAINTS

S. & N. Katz
JEWELRY STORES

DAVIDSON TRANSFER & STORAGE CO.

The University Motor Co.

Martin J. Barry
LINCOLN & MERCURY DEALERS

KOESTER'S
BAKERY

BURKE-SAVAGE TIRE CO.

Editorial

The '49-ers

SHOULD radio launch an all-inclusive exploitation campaign to combat the hard-hitting sales activity of the printed media?

When the idea was popped by Murray Carpenter, WPOR Portland, and former chief time-buyer of Compton, we got on it fast. There was spontaneous approval at several subsequent district meetings of the NAB, too.

Because broadcasters, like most mortals, are gregarious, and usually vote together when together, we thought a more penetrating study should be made. In this issue we publish the first segment of a BROADCASTING TRENDS study on an all-radio promotion campaign.

In a phrase, the answer amounts to a rousing: "Hell, yes!"

Only 5% of the panel of broadcasters (and it's a cross-section, by station class and geographically) voted no. Nearly half want the campaign to cover all three media—AM, TV and FM. Most want funds raised through NAB assessment, or as part of NAB's budget.

The survey yields answers within answers. There are clues for the NAB itself and how it might best revise its functions. But, most important, there's proof that broadcasters are thinking hard of competitive sales problems.

Mr. Carpenter, who is not one to dilly-dally, made his own survey among advertisers. He found that radio ran a poor third in soliciting small national advertisers [BROADCASTING, Oct. 11].

It's clear to us, based on the BROADCASTING TRENDS survey, that radio can raise a million-dollar budget, which would amount to about 0.2% of time sales last year, and about 0.001% of the time given away to free-ride advertisers on the razzle-dazzle telephone quizzes.

The NAB board meets next month in Washington. Most of the evidence is in, as the lawyers say. The machinery is a matter of mechanics. The bonanza days are over. It takes hard-rock digging. '49 can be made a big, banner year for radio. One million judiciously spent in exploitation will get you a hundred million in business.

It's the Law

IN EFFECT, if not in fact, the Supreme Court's refusal to intervene at this stage of WSAY Rochester's anti-trust suit against the networks (see story this issue) is an affirmation of network radio's business way of life.

Aside from the other phases of the suit, it seems reasonable to believe that interminable dickerings and confusion would result—and that no one would gain—if every affiliate should have, as WSAY contends, the right to fix the rate which network advertisers shall pay.

Whatever trial of the full case may show, the U. S. Second Circuit Court of Appeals seems to be on sound business grounds in holding, in the decision which the Supreme Court refused to upset, that a station has "no inherent right to set its own rate to an advertiser and in all other respects to use the facilities of the radio network." Indeed, the Court said, such control by a network "would seem to be at least desirable" for several reasons, including "a more reasonable distribution to every station of the income which the network as a whole may receive."

In any event, until modified or reversed, that is the law of the land.

'If Elected, I'll . . . '

THE ELECTIONS have two weeks to go. The ether waves have sagged under the weight of the political oratory. The dire forebodings about libel and slander suits against networks and stations happily haven't developed. There have been desultory complaints here and there.

We suspect the action of the House Select Committee to investigate the FCC has had much to do with the relative quiescence on the political radio scene. For the timely action of the Harness Committtee neutralized the mischief that could have been provoked by the so-called Port Huron decision.

So far, the national electioneering has been on an unusually high plane. More ingenuity has been used in the programming. The American Federation of Labor program last Thursday on ABC, with local cut-ins in more than 100 cities, is an innovation that can be expected to be emulated in future national campaigns. A practical broadcaster—Morris Novik—devised the plan.

Dramatizations on the air, which caused pandemonium in the elections of other years, are being conducted without recrimination—and without violation of the NAB code.

Some rather strange things are happening. At Cincinnati a week ago, President Truman said, in shutting off an ovation: "I would of course like to have it continued but you know this radio time is paid for—we want the full benefit from our investment."

That broadcast was sustaining on WKRC (Taft station), WLW, WSAI and WCPO.

Why was it carried free, when it was an out-and-out political broadcast? We're told that WKRC first approached local labor groups to buy the broadcast. They said they had no money. WKRC then decided to carry it as a public service. The other stations followed suit, and the Democrats got a nice free ride.

That's a vibrant, wholesale example of the meaning of a free, competitive radio.

Ubiquitous TV

ON LAND, on sea, and in the air! That epitomizes television's ubiquitous advance.

All within one week—last week—TV hit the rails, when the B & O installed a receiver on one of its crack trains (and telegenic Commissioner Frieda Hennock did the dedicatory amenities); Capital Airlines installed a receiver on one of its Chicago-Washington non-stop planes, and Westinghouse Stratovision sprayed the last and decisive game of the World Series from its "sky hook" plane.

The preceding week national publicity was given to an enterprising Milwaukee motorist who installed a TV receiver in his car. To the accompaniment of imagined crushed fenders, head-on collisions, and traffic nightmares, newspapers editorially pleaded that the manufacturers perish the thought.

These developments indicate the manner in which TV has captured the fancy of the public—and the press agents. It was 1930—a decade after standard broadcasting started—before automobile receivers were developed. The railroads took another ten years before they installed sets in club cars. There was talk of "sky hook" aural radio in those early days, but it took Stratovision to prove its technical feasibility. Now that Westinghouse and the Martin airplane people have Stratovision, the only question that remains is how to apply it practically for the public's benefit.

We cite these developments in TV as further proof that—freeze or thaw—television can't be stopped.

Our Respects To—

VICTOR CHRISTIAN DIEHM

DURING the 1947 NAB Convention in Atlantic City, Vic Diehm rose gingerly from his seat and proceeded to give NAB President Miller and delegates his views on the pressing code issue. He had been in radio 19 years and he spoke, he said, as a 250-watter—"the kind of station the Commission evidently loved because, like the Lord and poor people, they made so many of them."

Mr. Diehm was not being facetious. He added: "I realize it is as hard to fit a code to the entire industry as it is for a tailor to fit my 240 pounds into a suit."

For the past 10 years Mr. Diehm has been in demand as a toastmaster and raconteur. Harry Bannister, WWJ Detroit manager, reportedly calls him the best story-teller in radio, which is not to detract in any measure from NAB's own Harold Fair.

There is every evidence, too, that Mr. Diehm's colleagues in the industry, and particularly at WAZL Hazleton, Pa., of which he is general manager, hold him in equally lofty business esteem. In fact, last Aug. 9 the station, his many friends and the city's department stores set aside a week to tell him so. They saluted Mr. Diehm on the occasion of his 20th year in Pennsylvania radio (16 of them at WAZL) with a deluge of congratulatory wires, letters and store placards.

The tribute was literally fitting. Victor Christian Diehm was born of Pennsylvania Dutch extraction at Sparrows Point, Md. His mother and father both were born in Pennsylvania, and his mother's people came over from Germany prior to the Revolutionary War. Mr. Diehm was graduated from Sparrows Point High School in 1920. He entered the U. of Maryland Law School, finding time also to study violin at the Peabody Conservatory.

Mr. Diehm's first taste of radio was uneventful—he did some programs on WCAO Baltimore, but soon left to travel with a vaudeville circuit for about a year. In 1927 he returned to Baltimore where he directed his own dance band on WCAO. He also made a series of stage appearances in Baltimore and vicinity.

The beginning of his two decades in radio found him at WRAW Reading, Pa., in 1928. Mr. Diehm would not be likely to forget his initial experiences in radio even if time could blot out that anniversary phase today. He recalls that at WRAW he sold the *Musical Clock*, wrote the copy, announced the program, arranged musical selections for air use and even collected the money.

Another 1928 experience is still fresh in his

(*Continued on page 50*)

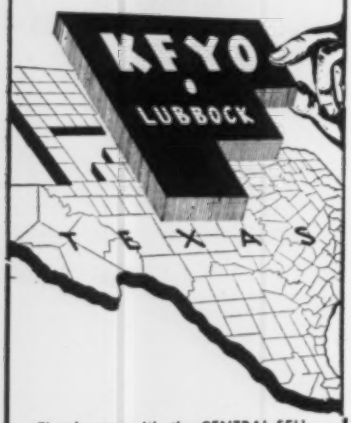
You'd think John Milton had us in mind when he wrote "such sweet compulsion doth in music lie." For in their constant programming of the music people love is the sweet compulsion that keeps more than half a million New York families pretty constantly tuned to WQXR and WQXR-FM. No other station reaches them so compellingly. And because they are families that love good things as they love good music and can afford them . . . advertisers find them a most inviting segment of this biggest and richest of all markets. Can we help you to something sweet in the way of more sales compulsion?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

FIRST IN THIS BIG WEST TEXAS MARKET



First because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock . . . BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal.

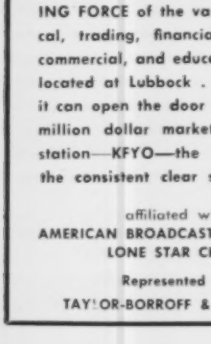
affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN

Represented by
TAYLOR-BORROFF & CO., INC.

Mrs. Sally Larkin
H. B. Humphre
Boston, Mass.

Dear Sal:

Mort Cohn, WCHS Ass't Program Dir. got lots of publicity t'other day over findin' the President's glasses after a campaign speech, here in Charleston. Funny, somethin' little like that would rate so much attention . . . Yet—Take advertisin' on WCHS . . . Be your account big or little, you'll find lots of people talkin' bout it cause WCHS's 5000 watts at 580 cover a wide area . . . 'an them Wes' Virginians love them CBS programs . . .



Yrs.

Algy

WCHS

Charleston W. Va.

Respects

(Continued from page 48)

memory. He reconstructed from Western Union ticker reports on the Hazleton-Reading basketball championship game. Mr. Diehm managed to play the first quarter in about five of the required eight minutes and WRAW's telephone began to jingle incessantly. Irate fans were screaming. Reading was behind and it appeared the local boys were being cheated. Thereafter Mr. Diehm kept an eye on the clock to maintain a semblance of correct timing. Where the visiting team might have stalled, Mr. Diehm himself ad-libbed through the remaining three quarters.

The fact that the telegrapher was not too familiar with his duties and therefore furnished few details, was small balm to the harassed Pennsylvania Dutchman. Nor would he be likely today to claim a distinction—that of doing one of the first ticker recreations on sports events.

Mr. Diehm later left WRAW but not Pennsylvania. From 1928 to 1932 he was associated with WGAL Lancaster and WORK York, Pa. He assumed the managership of WAZL in December 1932 and has been its manager ever since it went on the air.

Mr. Diehm became associated in ownership of WAZL in 1946 and in that of WMGW Meadville, Pa., in 1947. He is also vice president of Meadville Broadcasting Service Inc., WMGW licensee.

Ardent Civic Worker

There is still another side to the amazing Mr. Diehm. During the past 20 years he has been an outstanding civic worker—and has proven a successful one, too, when money matters arose. He is the only person to have been elected three successive times as president of Hazelton's Chamber of Commerce; he has headed Community Chest, Red Cross and YMCA drives with repeated success; and last year he spearheaded a city campaign to raise $660,000 in cold cash within three weeks. Its purpose was to house the newest local industry—The Electric Auto Lite Co.

During the war years Mr. Diehm served as a member of the Pennsylvania State War Bond Speakers Committee. Recently he was chosen a member of the radio committee for "Pennsylvania Week."

Some of Mr. Diehm's other distinctions are noteworthy. He has served as exalted ruler of the Elks Lodge, trustee of the state's Northeast District Elks Assn., president of the Kiwanis Club, lieutenant governor and governor of the Pennsylvania District's 120 Kiwanis clubs. In addition, he belongs to the I. O. O. F., and P. O. S. of A., and Masonic lodges.

Mr. Diehm was married in 1936 to Hazel V. Loose at the Little Church Around the Corner in New York. Mrs. Diehm, a graduate of Syracuse U., 1928, is a Reading girl. The Diehms have two children, Elizabeth Anne, age 8, and Victor C. (Buddy) Jr., age 4.

Mr. Diehm's hobbies are fishing and pinochle—flavored with a yarn or two, of course.

SILVER BATON
Presented to Dr. Koussevitzky By WBMS Boston

Mr. Haley (l) presents the baton to Dr. Koussevitzky.

* * *

A SILVER baton was presented to Dr. Serge Koussevitzky by WBMS Boston when he opened his twenty-fifth season with the Boston Symphony Orchestra Oct. 8.

The baton, an exact full scale model of his regular stick, was presented to Dr. Koussevitzky by Arthur E. Haley, WBMS manager, during a special broadcast from the maestro's home in Brookline.

In making the award, Mr. Haley said: "Dr. Koussevitzky, it is with the greatest of pleasure, acting for the Friendly Group, owners of WBMS, for its staff, and our listeners, to present you with this silver baton as a token of our esteem and admiration. The baton is an exact full scale model of one of your own batons, and is simply engraved 'Dr. Serge Koussevitzky, Boston Symphony Orchestra, 1924-1949, from Station WBMS, Boston, Mass.' In presenting you with this award we also extend our sincere congratulations."

TV Policy of CBS Outlined at Dallas

TELEVISION took top place in discussions of CBS executives with network affiliates at Dallas Oct. 10 and 11.

Joseph Ream, CBS executive vice president, clarified the network position with respect to contractual relations with stations as they acquire television construction permits. CBS plans to supply kinescope recordings to affiliates until coaxial cable can feed Southwest outlets direct, he said.

Others from CBS who flew to Dallas from New York for the meeting, covering CBS District 6 (Texas, Oklahoma and part of Louisiana), were: Herbert Akerberg, vice president in charge of station relations; John Karol, sales manager, and William Lodge, vice president and director of engineering.

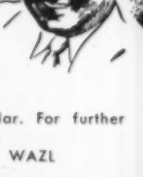
Kenyon Brown, president and general manager of KWFT Wichita Falls and CBS director for the district, presided. Affiliate representatives included: Clyde W. Rembert, KRLD Dallas; B. F. Orr, KTRH Houston; Troy McDaniel, KGBS Harlingen; George Johnson, KTSA San Antonio; Joe Bernard, KOMA Oklahoma City; John Esau, KTUL Tulsa; J. C. Kellam, KTBC Austin; Henry Clay, KWKH Shreveport, La.; Bill Hughes, KEYS Corpus Christi, and H. V. Anderson, KLOU Lake Charles, La.

The New York group visited the State Fair of Texas Tuesday afternoon before flying back.

Alaska Sportscasts

TIDE WATER Assoc. Oil Co. completed arrangements last Tuesday for Alaska Broadcasting Co. to air the top Pacific Coast football games over five Alaskan stations. Harold R. Deal, manager of advertising and sales promotion for Tide Water, announced. The live broadcasts will be carried by KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KIBH Seward and KTKN Ketchikan.

"VIC" DIEHM SAYS:



Get in the Know - Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.

Management

ATWATER KENT has received silver plaque from NAB and SCBA for contributions as a radio pioneer.

GRAEME ZIMMER, general manager of WCSI-FM Columbus, Ind., has been appointed radio director of Syndicate Theatres, owner of WCSI. Mr. Zimmer will be in charge of operations of WCSI - FM and WWNI-FM Wabash, Ind., Syndicate Theatres new FM station to begin operation in December. Prior to his joining WCSI in 1947, Mr. Zimmer served as disc m.c. with WPAY Portsmouth, Ohio, and the Office of War Information from 1943 to 1946.

Mr. Zimmer

WALTER M. WINDSOR, general manager of WGBA and WGBA-FM Columbus, Ga., is the father of a boy, William Michael.

NORMAN YOUNG has been appointed manager of WKIX Columbia, S. C.

R. G. WALTER has been appointed general manager of the Rockbridge Broadcasting Corp. to handle operation of WREL, new outlet in Lexington, Va. Mr. Walter was formerly general manager of WARD Johnstown, Pa.

H. W. BUMPAS, general manager of WCLA Baton Rouge, La., is the father af a boy, Robert Wayne.

NEIL C. CONKLIN has been appointed general manager of KCRG and KCRK (FM) Cedar Rapids, Iowa. He joined the station a year ago as commercial manager. He succeeds GEORGE C. BIGGAR who has joined WLS Chicago [BROADCASTING, Oct. 4].

Mr. Conklin

MINNIE SPARKS, confidential assistant to FCC Commissioner Rosel H. Hyde, is in George Washington U. Hospital, Washington, recuperating from minor surgery.

PAUL C. BRINES, assistant station manager of WGN Chicago, discussed "The Vision in Television" before members of Omaha Advertising Club.

LEE JOHNSON, general manager of WHBF and WHBF-FM Rock Island, Ill., has been elected a director of Illinois State Chamber of Commerce.

CARTER RINGLEP, former general sales manager of KMOX St. Louis, has been promoted to assistant manager in charge nighttime operations.

ARTHUR HALEY has been appointed general manager of WBMS Boston. He has been with station since its inception in 1947.

Mr. Haley

JOSEPH BADGER has been appointed manager of WLNH Laconia, N. H. He was formerly with WHDH and WCOP Boston, and also with Badger, Browning & Hershey Adv., New York.

ROBERT WASDON, vice president and general manager of WLOW Norfolk, Va., has been appointed chairman of the Radio Committee for the 166th Annual Virginia Conference of the Methodist Church.

LEE GORDON RASMUSSEN has been appointed manager of KAYL Storm Lake, Iowa. He was formerly with KICD Spencer, Iowa, and KSVP Artesia, N. M.

WILLIAM RAY, NBC Central Division news and special events manager, will present series of 10 lectures on current events before members of Glencoe, Ill., Woman's Club starting next month.

CAAB Hears Top Executives of CBS

Video on Agenda of Board's Minneapolis Meeting

ADDRESSES by network executives featured the meeting last Wednesday of District 7 of the CBS affiliates advisory board at the Radisson Hotel, Minneapolis.

William B. Quarton, general manager of WMT Cedar Rapids, Iowa, and director of District 7, presided at the meeting at which a general discussion of radio and television was held.

CBS executives who attended the meeting were Howard S. Meighan, vice president and general executive; Hubbell Robinson Jr., vice president and director of programs; William B. Lodge, vice president and director of engineering; Earl Gammons, vice president and director of CBS Washington office, and William Schudt, director of station relations.

The 17 stations of District No. 7, CAAB, represented at the meeting included: KDAL Duluth, Dalton LeMasurier, general manager, and Odin Ramsland, commercial manager; KFAB Lincoln, Neb., Harry Burke, general manager; KFH Wichita, Frank Webb, general manager; KGLO Mason City, Iowa, Herbert Ohrt, general manager; KILO Grand Forks, N. D., Elmer Hanson, general manager, Robert Ritter, owner; KLZ Denver, Hugh Terry, general manager; KMBC Kansas City, Mo., Arthur Church, president; KOLT Scottsbiuff, Neb., Les Hilliard, owner; KOTA Rapid City, S. D., Robert Dean, president and general manager; WMT Cedar Rapids, Iowa, William B. Quarton, general manager;

KSCJ Sioux City, Iowa, Gene Flaherty, manager; KSJB Jamestown, N. D., John Boler, president; KSO Des Moines, Kingsley Murphy, owner; KSWM Joplin, Mo., Austin Harrison, owner; KTTS Springfield, Mo., G. Pearson Ward, general manager; KVOR Colorado Springs Everett Shupe, station manager; WIBW Topeka, Ben Ludy, general manager.

FM Network in Michigan Has 4 FM, 7 AM Outlets

THE MICHIGAN FM Network has been expanded to include four FM and seven AM stations. Move is part of a general expansion plan designed to link most of the state's major cities, Edward F. Baughn, vice president and general manager of WPAG and WPAG-FM Ann Arbor, key network station, announced.

Included in the network are WUOM-FM Ann Arbor, U. of Michigan station; WBCK Battle Creek, WHFB and WHFB-FM Benton Harbor, WGRD Grand Rapids, WMUS and WMUS-FM Muskegon, WILS Lansing, WKNX Saginaw and WPAG and WPAG-FM Ann Arbor.

GETTING SET TO CAST YOUR BALLOT (Ky.)?

If you're a Democrat, a Republican, or a *radio advertiser*, you won't be much interested in the returns from Ballot (Ky.)! Like so many others, this little Kentucky community doesn't carry much weight — politically *or economically*.

But, Gentlemen, down here we do have *one* superb constituency—the Louisville Trading Area. Here in *one* concentrated district there's *more business* than in all the Ballots (stuffed or otherwise!) in the State *put together!* Hence this is where WAVE does its *exclusive, year-round campaigning*.

Yessir, if you want a landslide of sales in Kentucky, you'd better mark a big X for WAVE. It's the people's choice, and it *ought* to be yours!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

Use the TOP Hooperated Station in Nebraska's Capital City Market*

KFOR

LINCOLN

* OVER 100 MILLION DOLLARS ANNUAL RETAIL SALES

BASIC ABC Represented by PETRY

KTLA BREAKS DOWN ITS RATE STRUCTURE

BREAKING down its rate structure to include three types of time, KTLA Hollywood, outlet of Paramount Television Productions Inc., will start new card effective Nov. 1, according to Klaus Landsberg, firm's West Coast director.

Class A time will be from 6 p.m.-11 p.m. except Saturdays and Sundays when it will start at 12 noon. Class B covers 5-6 p.m. period Monday through Friday; all other time is Class C.

Although new rates start Nov. 1, present clients are protected for 26 weeks. New clients signing for 13 or 26-week periods prior to deadline will be similarly protected.

Station's first rate card issued in early 1947 called for basic hourly rate of $400. New card has basic hourly rate of $500 for an hour of programming in Class A time. Basic rate for an hour of live programming under Class B is $387.50, while C calls for $300 per hour. Added frequency discounts are extended to clients sponsoring more than 52 time periods in a consecutive 12-month period.

U. of Tulsa Initiates Radio Practices Course

PROFESSIONAL radio practices were stressed in a symposium of five special lectures offered Oct. 6-18 for radio majors at the U. of Tulsa, John T. Keown, production manager of the university station, KWGS Tulsa announced.

The educational series, inaugurated by Gustav K. Branborg, commercial manager of KVOO Tulsa, was highlighted with lectures by industry executives and associated personnel. They included: "Outstanding Industry Opportunities," Maurice B. Mitchell, NAB director of Broadcast Advertising; "Current Radio Law and Station Operation," David R. Milstene, attorney and author; "Telephone Companies' Relation to Radio and Television," C. E. Loranger, division commercial superintendent, Southwestern Bell Telephone Co.; "Agency and Station Cooperation," Leslie Brooks, owner, Advertising Engineers' Agency of Tulsa, and "European Radio," Burrit Mills, industrialist and research engineer.

CAB to Ottawa

CANADIAN Assn. of Broadcasters will move its headquarters from Toronto to Ottawa on Jan. 1, it was decided following the meeting of the CAB board of directors held at Toronto Oct. 4-6. A small office will be maintained at 80 Richmond St. West, Toronto, for the advertiser service operation of CAB. Secretarial offices will move to Ottawa to 108 Spark St., where General Manager Jim Allard and CAB's Radio Bureau are located.

For News of All Radio

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870 NATIONAL PRESS BLDG.
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HA8

Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

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• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

Commercial

THOMAS R. (Ran) WATKINS has joined Midwest sales department of MBS as account executive.

JOYCE RISCHMILLER has been appointed sales manager for the Intercollegiate Bcstg. System. Her headquarters will be at organization's Columbia U. office in New York.

HARRY McLAY, commercial manager of CKGB Timmins, Ont., has joined Northern Broadcast Sales, Toronto, as sales executive. He was formerly with CKRC Winnipeg, CJIC Sault Ste. Marie, CKWS Kingston, and CHEX Peterborough, Ont.

DOUG MANNING, formerly of CJKL Kirkland Lake, Ont., has joined commercial department of CKGB Timmins. KRIS THOR has joined sales staff of CKGB.

STU LOYST, formerly of CHEX Peterborough, has joined sales staff of CKWS Kingston, Ont.

DON OAKES, formerly of sales staff of CFAC Calgary, has been appointed sales manager of CKRM Regina, succeeding BRUCE PIRIE who has become sales manager of CKRC Winnipeg.

DAN HOOD, formerly with KROC Rochester, Minn., has joined sales staff of KCMJ Palm Springs,Calif.

FRANK G. KING, for past two years CBS Western division assistant sales manager, has been appointed sales manager of KTTV (TV) Los Angeles. Prior to joining CBS Mr. King was with N. W. Ayer & Son, Detroit, on Plymouth Motors account.

G. W. BURROWS, former time buyer of McKim Adv. Ltd., Montreal, has joined All-Canada Radio Facilities, Montreal, as representative of program division.

JOE MORRIS, former announcer of WKDK Newberry, S. C., and writer for WTND Orangeburg, S. C., has been appointed commercial manager of WKLY Hartwell, Ga.

WEED & Co., New York, has been appointed national representative for WAAT and WATV (TV) Newark, N. J.

C. GILMAN JOHNSTON, Chicago Radio Sales account executive, has been transferred to KMOX St. Louis as national sales manager.

GEORGE ISAAC, former commercial manager of WGN Chicago, has been appointed commercial manager of WCFL Chicago. Mr. Isaac was former radio director of Lord & Thomas.

GLEN W. TRAVIS, former commercial manager of KREL Baytown, Tex., has resigned to join KMUS Muskogee, Okla., as commercial manager. ROBERT T. NOLAN, also member of sales staff of KREL, will assist Mr. Travis in his new duties at KMUS.

LEW VAN NOSTRAND has been appointed sales manager of WMT Cedar Rapids, Iowa, replacing DONALD SULLIVAN, who has joined WNAX Yankton, S. D. Mr. Van Nostrand has been with WMT for eight years.

Mr. Van Nostrand

MAX UHLIG, formerly with sales department of CBS and Columbia Recording Studios New York, has joined sales staff of Empire Bcstg. Corp. New York.

MILES REED has been appointed commercial manager of KOOL Phoenix, Ariz.

WILL UNION has been appointed commercial manager of WSAY Rochester, N. Y., replacing JACK KELLY, resigned.

ROBERT D. O. PERRY has been appointed commercial manager of WCLA Baton Rouge, La. Mr. Perry was formerly with KNUZ Houston.

C. WALLACE MARTIN has been appointed local sales manager of WIS Columbia, S. C.

IMPORTANCE OF RADIO CITED BY MILES LABS.

THE BIGGEST campaign in the 80-year history of Miles Labs (Alka-Seltzer and One-A-Day Brand Vitamins), Elkhart, Ind., including its expanded radio advertising program, reaches nine out of ten radio homes in every community, C. S. Beardsley, chairman of the board, believes. A million and a half radio homes are now hearing Miles programs, the company feels.

The firm this season has added two new national radio shows, *Henry Shriner* show and *Hilltop House*, both on CBS, in addition to its five other radio programs on the air—*Queen for a Day, Morgan Beatty and the News of the World, Quiz Kids*, the *Alka-Seltzer Newspaper of the Air* and *Fred Beck's Column of Humor and News.*

Wade Adv., Chicago and New York, is the agency.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by E. B. Marks

PLAY THE PLAYERA

On Records: Xavier Cugat—Col. 38288; Tito Coral—Vic. 83172; Snooky Lanson—Mer. 5188; Pedro Vargas — Vic. 23-1045; Enoch Light — MGM*; Edmundo Ros—Lon.*

On Transcriptions: Jose Morand—World; Eddie Le Mar—Standard; Carlos Molina—NBC Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

5000 REASONS WHY YOU SHOULD DO BUSINESS WITH GATES

BC-5A and BC-10A, 5 and 10 kilowatt broadcast transmitter.

View of one section of our small components stockroom. Parts are shipped from here same day your order arrives.

5000 Reasons—That's a lot of them. But they're here in the Gates stockrooms, over 5000 different items ranging from tiny resistors to 5 and 10 kilowatt transmitters,— tailored for broadcasters' needs,— every item a reason to buy from Gates.

Gates has always served the broadcaster everything. Small or large orders receive equal attention. Take advantage of this large parts stock, the large inventory of completed apparatus. Your order will show you why more broadcasters buy more equipment from Gates.

Gates Radio Company
Quincy Illinois

Washington, D. C. . . . Gates Radio Company, 13 E Street N. W. . . . . Tel. Met-0522

Other Branch Offices: HOUSTON, ATLANTA, MONTREAL, LOS ANGELES, NEW YORK

Washington Press Group To Present Radio Awards

AWARDS for excellence in radio writing, production, announcing and other classifications will be presented next summer by the Washington State Press Club. Deadline for entries in the competition, covering the period of Oct. 1, 1948 to July 1, 1949, will be July 15, 1949.

Purpose of the awards is to "recognize exceptional contributions or performances of writers, announcers, producers and artists of radio stations, local in the western region of the State of Washington." Eligibility presently is confined to program personnel performing on KXRO Aberdeen, KPUG KVOS Bellingham, KBRO Bremerton, KELA Centralia-Chehalis, KRKO Everett, KRKL Kirkland, KWLK Longview, KBRC Mt. Vernon, KGY Olympia, KONP Port Angeles, KXRN Renton, KING KJR KTW KXA KRSC KIRO KOL KOMO Seattle, KTBI KVI KMO Tacoma, and KVAN Vancouver.

KTSL (TV) Power Boost

QUADRUPLE hike in power has been effected by KTSL (TV) Hollywood with increase from 4 kw to 16 kw, according to announcement last week by Harry R. Lubcke, Don Lee director of television. Increase is expected to give clearer definition and wider coverage to station's Channel 2. Total cost for increase was approximately $15,000, involving doubled size of the transmitter.

Promotion

SIX beauties, headed by Miss Atlanta for 1948, Jerry Long, gave Atlantans an introduction to programs of MBS when the 5 kw WGST Atlanta, Ga., joined network. Wearing WGST-MUTUAL sweaters, and carrying RCA-Victor portables, tuned to WGST-Mutual, station's line-up of beauties visited leading department stores, and Southeastern World's Fair at nearby Lakewood Park. Interested shoppers, passersby and fair-goers were given samples of WGST sponsor products, and station program schedules.

Cleveland vs Boston

DETROITERS were kept informed and entertained during World Series while watching a Cleveland Indian and a Boston Brave keeping score on a large billboard on top of WJR Detroit mobile studio. Each Indian kept score for his own team and let out a war whoop when his team scored or played brilliantly.

Rural Canada

A BOOKLET on "CBC Programs for Rural Canada" has been distributed by Canadian Broadcasting Corp., Toronto, and gives full data on various farm programs and programs of interest to farming communities aired on CBC transcontinental networks. Numerous photos show personages on the rural audience programs. Booklet also schedules all rural programs for the fall, winter and spring season.

Personnel

RUSSEL L. LOWE Sr., has been appointed sales promotion manager of KFH and KFH-FM Wichita, Kan. Mr. Lowe has been with station since 1930 and during this time served in sales department, program direction and as musical director. For past several years he has handled local publicity and promotion for station.

Mr. Lowe

FORREST CLOUGH, promotion manager of KFJZ Fort Worth, has been re-elected treasurer of Fort Worth chapter of Sigma Delta Chi journalism fraternity.

STEVE LIBBY, promotion-publicity manager of WIS Columbia, S. C., is the father of a boy.

ANNE JACK has been appointed publicity and merchandising director of WNJR Newark, N. J. **JAMES RYALL** will continue as director of advertising and promotion.

BICYCLE CARNIVAL
WBBC Offers Prizes
In Safety Contest

BOYS and girls between 7 and 14 are being given an opportunity to win 112 prizes by WBBC Flint, Mich., in its safety campaign contest.

Contest entitled "Safety on Wheels" offers prizes to those children with the best decorated bikes, floats, or who come in costume themselves, all with the safety theme in mind.

Prizes consist of a girl's and a boy's bicycle for the best decorated bike carrying a safety theme, a portable radio for the boy and girl with the highest score in the field events, plus 108 other prizes for other classifications, including costumed riders, decorated bikes, bike floats, and various racing events.

Contest is being held in cooperation with Flint Junior Chamber of Commerce.

JOHN D. REID, announcer of research of Crosley Division, Avco Mfg. Corp., has been awarded President's Certificate of Merit for outstanding work on proximity fuse during the war.

CLEVELAND TV OWNERS LIKE SETS' RECEPTION

A TELEVISION survey of the Greater Cleveland area indicates that 98% of the owners are satisfied with the performance of their sets and 73% listen less frequently to their audio sets.

The survey, conducted by Ohio Advertising Agency of Cleveland and analyzed by Reserve Research Bureau, revealed that 27% of the 1,000 video set owners questioned still continue to use their audio sets as often as before. The size of the screen is satisfactory to 85%, while 10% required the use of a magnifier.

Ninety percent of the sets were located in homes and the remainder in public places. In the homes, 88% were placed in the living room and less than 12% of the owners had changed the location of their sets since they were originally installed. Outside antennae were used by 95% of the owners.

A study of purchase prices showed the sets were 26% in the $400 to $500 class; 19%, $300-$400; 19%, $500-$600; 11%, $200-$300; 8%, $600-$700; 5%, under $200; 5%, $700-$800, and 7%, more than $800.

Set servicing was required once for 44%; twice, 5%, and 4% more than twice. A total of 47% of the sets had required no service. Of the owners whose sets had required service, 93% reported the work had been very satisfactory, the agency said.

Viewers preferred programs in the following order: Sports, news events, variety shows, feature films, children's programs, stage plays, audience participation programs and women's programs.

Average listeners during the day were six per set; in the evening, ten.

IER EXHIBITS JUDGING PROCEDURES CHANGED

JUDGING procedure for the 13th Annual Exhibition of Educational Radio Programs, sponsored by Ohio State U.'s Institute for Education by Radio, will be altered this year, Dr. I. Keith Tyler, director of the institute, announced last Thursday.

Programs heard on U. S. and Canadian networks again will be judged "live" by committees in the New York area, but other entries will be handled by cooperative evaluation centers throughout the country, Dr. Tyler said. There will be no local preliminary screening.

Awards will be made for 14 programs types in four classifications: National networks; regional networks, organizations and stations; local organizations and stations; and organizations preparing transcribed series for broadcast over individual stations. Deadline for entries is Jan. 15, and awards will be announced at the IER sessions in Columbus May 5-8.

ANOTHER RECORD!

KQV's terrific daytime audience goes right on setting response records that amaze even the experts. Take our new give-away show sponsored locally, 9:45 to 10 a.m. three days a week, with plenty of sock competition like the Breakfast Club. Yet, during the first few days, over *7,000 listeners* flocked into the sponsor's store to register their telephone numbers. Proves once again that *nothing* in the Pittsburgh market can touch the results you get from KQV's *Aggressive* promotion!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

SPEECH FORMULA

NAB Tips For Politicians

By A. D. WILLARD Jr.
Executive Vice President, NAB

IS your hat in the ring?

The first principle of good radio speech is recognition and understanding of the architecture of the radio audience.

While it is composed of thousands, hundreds of thousands or even millions of listeners, these are separated into segments of family size in their own homes and you, the speaker, are an invited guest. Visualize yourself as a guest, speaking to a family in its living room and observe the rules of conduct and courtesy which properly apply.

Remember, there is no bunting, no crowd; your gestures or changes of facial expression cannot be seen, and only *what you say* and *how you say it* count.

Your Radio Voice

The quality of your voice is important—though not nearly as omniscient as many people seem to think. Many top-flight radio personalities are popular and effective despite the lack of grandiloquent vocal equipment—Elmer Davis and Albert Warner are two good examples. Sincerity, conviction, authoritative delivery and well prepared speech material can more than offset empty resonance.

However, you will want to make the very best use of the voice you have. Here are a few simple tips:

Sometime when you are alone in your office, or at home, sit down in your most comfortable easy chair. Drop your arms, take a deep breath and exhale a time or two. Relax as completely as possible. Continuing in your relaxed position, speak or recite or read a few lines in the lowest pitch which you can comfortably sustain at conversational volume. You will thus discover your best *radio* voice. Practice relaxing and reading aloud in this range. The results may surprise you.

One more thing—be yourself—beware of excessive coaching which is in any sense directed toward making over your voice or your personality. Some of the most tragic and ludicrous incidents in political history have occurred as a result of well-meaning but misguided efforts to create a new character for a candidate.

On Approaching a Microphone

When you speak from a studio, you usually may choose to stand or to sit before the microphone. Unless *you* are more comfortable standing, it's nearly always easier to relax and achieve an intimate, conversational style if you are seated. There is less tendency to gesticulate or orate and less likelihood of weaving your head toward and away from the mike—actions which can produce an uneven and unpleasant result in the loudspeaker.

When speaking to an assembly of persons and to the radio audience simultaneously, some compromise is necessary. Even here it is well to remember that no meeting ever approximates in size the number of listeners—even to a single radio station. Now that public address systems are almost universally available, it's no longer necessary to shout to be heard at public gatherings, and good microphone technique is just as applicable to a P.A. system as to radio.

Extraneous noises are disconcerting and irritating when picked up and magnified by the sensitive microphone. Rattling paper sounds like a forest fire in a loudspeaker. As you finish each page of your manuscript, slide it noiselessly aside—away from the mike—and allow it to drop on the floor.

Clearing the throat, coughing or smacking the lips reproduce with a sandpapering effect on listeners' nerves. If you must cough or sneeze, or clear your throat, turn away from the microphone and muffle the sound inside the breast of your coat.

Timing

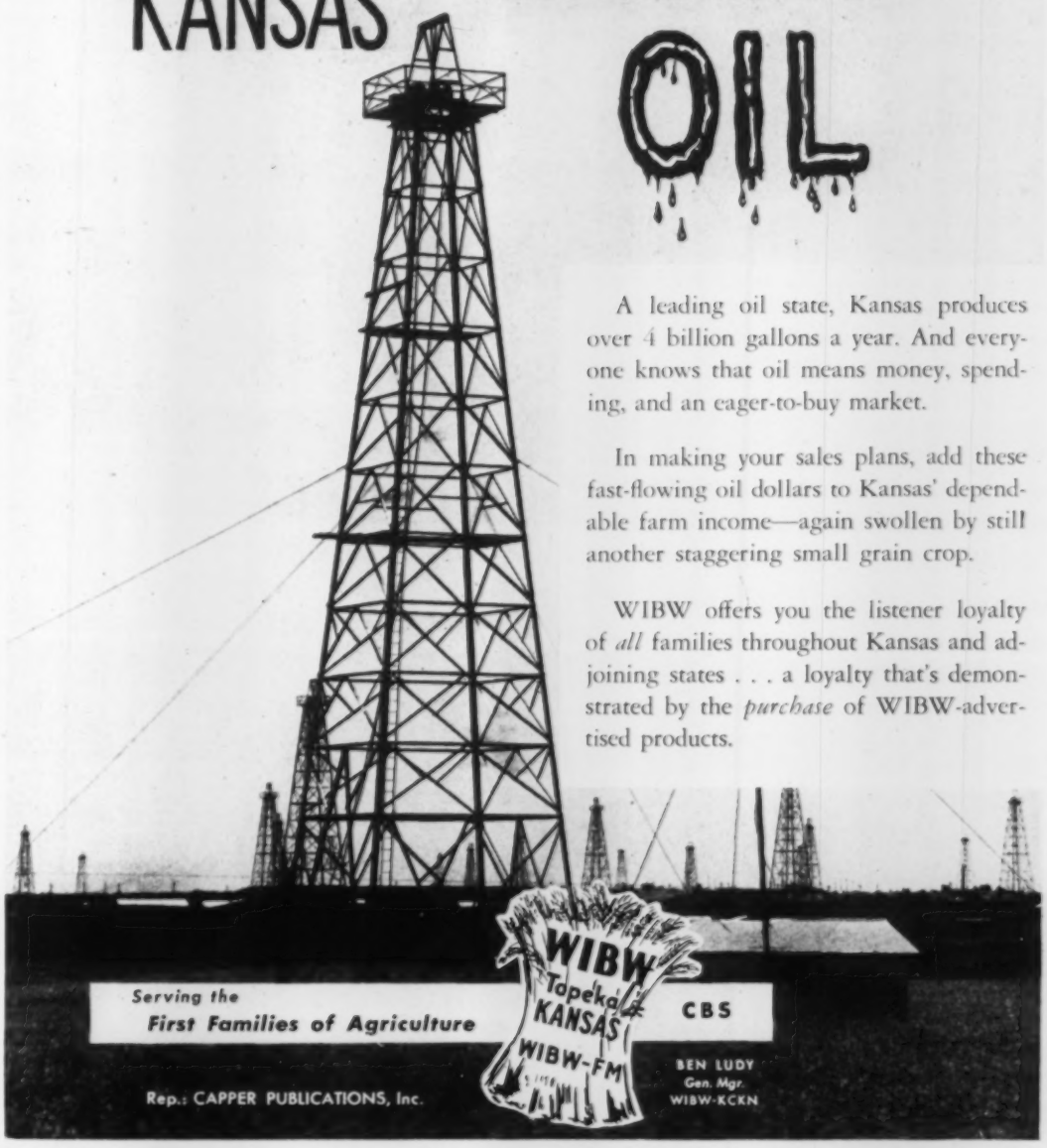
Only you can determine your best speed of delivery. Obviously, you must speak clearly and distinctly. If you speak too rapidly, listeners may have difficulty understanding you and following your thought. If you are too deliberate you may produce absolute ennui at the listener level. Get your family or colleagues to help you select your best speech speed.

Time is the principle element of radio and your talks must be delivered within the allotted segment. Don't forget that a quarter hour provides 14 minutes and 30 seconds of broadcasting time, and a half-hour 29 minutes and 30 seconds, because radio stations must have 30 seconds at the conclusion of each program for the required station identification.

It's a good idea to read each page and mark down the time it takes—page by page—at the bottom. For example, if it takes you two minutes to read a full-sized, double spaced typewritten page, mark "2" at the bottom of that page. By looking at the studio clock and the bottom of each page as you go along, you can easily check to determine if you are or are not reading at your normal

(*Continued on page 58*)

KANSAS PRODUCES LOTS OF OIL



A leading oil state, Kansas produces over 4 billion gallons a year. And everyone knows that oil means money, spending, and an eager-to-buy market.

In making your sales plans, add these fast-flowing oil dollars to Kansas' dependable farm income—again swollen by still another staggering small grain crop.

WIBW offers you the listener loyalty of *all* families throughout Kansas and adjoining states . . . a loyalty that's demonstrated by the *purchase* of WIBW-advertised products.

Serving the *First Families of Agriculture*

WIBW Topeka KANSAS CBS WIBW-FM

Rep.: CAPPER PUBLICATIONS, Inc.

BEN LUDY
Gen. Mgr.
WIBW-KCKN

In less than one year

AP Radio Members!

Speech Formula

(*Continued from page 55*)

rate. You can then make adjustments to fit the time exactly.

On Writing for Radio

Writing for radio is extremely important. Many persons listen to radio who infrequently or never read a magazine or a daily newspaper. Remember the radio is the most universal instrument in America. Indeed, radio is available to every person in the United States and her possessions.

For broadcasting, the simplest language is best. Use familiar, easily pronounced and readily understandable words. Use short, uninvolved sentences. Write as nearly as you can in the rhythm of your own conversational style. Many good radio speakers purposely dictate their talks to achieve this effect. Try to be interesting and entertaining, as well as enlightening. You can't educate or inform a listener who's tuned you out.

Don't attempt to get across too many ideas in one broadcast. You will only confuse the listener. Make one or two or a few points clearly and convincingly.

Arouse Interest Immediately

The first minute or two of any broadcast are tremendously important. This is especially true of a speech. The listener makes up his or her mind in the very beginning whether to keep you tuned in or move the dial to another program. Pack as much punch and interest into your opening paragraphs as possible. And see to it that your introduction is short and to the point.

Self Criticism

Nearly all broadcasting stations have equipment for making instantaneous transcriptions while you're on the air. This can be done at slight additional cost. There's no better way to check up on your style of delivery, your effectiveness, etc.

Seek Assistance

When you want a piece of legislation written, you go to an expert draftsman. When you want some research done, you go to library specialists. Apply the same principle to radio. When you want to know how to use radio, consult an expert. Talk over your problems with your local station people. Ask the manager and his staff to assist you. He, his program director, his announcers—indeed, all of his personnel—will be glad to help.

One final suggestion—which may be helpful in improving each shining radio hour.

Maybe you are a legislator. If so, much of your work, indeed most of it, is done in committee rooms. In committee activity, you are composed, relaxed, persuasive and—for the most part—you speak in conversational tones. On the floor of the House, because of tradition and the acoustics, a legislator becomes an orator. Employ a committee technique, *not* a floor technique, on the air and you will be one the right track.

* * *

THE COMMUNICATIONS ACT AND FEDERAL COMMUNICATIONS COMMISSION RULES AND REGULATIONS

General Requirements

Section 315 of the Communications Act does not require broadcast stations to permit the use of their facilities by candidates for public office. As the FCC recently said, "Licensees are free, in the exercise of their discretion, to refuse to carry altogether broadcasts by all political candidates for any given office in any particular election." However, if a station permits one candidate for an office to use its facilities, it must give all other candidates for the same office equal opportunity to use its facilities on the same terms and conditions and is forbidden to censor the material broadcast by any candidate.

Who Are Qualified Candidates?

Rule 3.290 of the FCC defines a legally qualified candidate as one who is eligible to hold office and has announced that he is a candidate for nomination or election by a party election, and who, in addition, has either qualified for a place on the ballot or, if eligible to be voted for by sticker or write-in, has either been nominated by a political party or made a substantial showing that he is a bona fide candidate.

What Are The Terms and Conditions?

Rule 3.290 (c) of the FCC Rules provides that the rates charged all candidates for public office shall be uniform and forbids any discrimination in practices, regulations, facilities, or services.

What Is Censorship?

The fact that broadcasters are forbidden to censor political broadcasts does not mean that they must permit the broadcast of obscenity, indecency, profanity, treasonable utterances, or other language which is forbidden by law. While there has been some confusion as to whether stations are required to permit the broadcast of libelous and slanderous statements by political candidates, it is now clear, as a result of a discussion between the Chairman of the FCC and a select committee of Congress, that stations may delete such statements from political broadcasts without violating the censorship provision of the Act, so long as they act honestly and conscientiously.

Sponsorship

Rule 3.289 of the FCC Rules requires that where political broadcasts or controversial issue broadcasts are directly or indirectly paid for by money, services, or other value, or where records, transcriptions, talent, scripts, or other material are furnished directly or indirectly for such broadcasts, the station must announce the facts and fully and fairly disclose the true identity of the person or persons from, or on whose behalf, payment or services were received. If payment or services are made or furnished by a corporation, committee, association or other unincorporated group, the announcement must disclose its name and the station must have available for public inspection a list of its chief executive officers.

In carrying out the obligations of this Rule, a station must take reasonable measures to determine who is, in fact, paying for broadcasts by political candidates. Depending on the circumstances of the case, the station may rely on the statement of the person making the broadcast or contracting for the time. However, in some circumstances it may be necessary for a station to make an independent investigation, as for example where the speaker desires to purchase time at a cost apparently more than his ability to pay. The fact that a station makes a different or more thorough investigation in connection with some candidates than it does in connection with others is not a violation of the Rule requiring equal terms and conditions as to all candidates for the same office.

Keeping of Records

Rule 3.290 (d) of the FCC Rules requires every licensee to keep and permit public inspection of a complete record of all requests for time together with a notation showing the action taken on such requests and the charges made for time used.

Army Recruiting Show Talent Supplied by ANTA

THE U. S. Army and Air Force Recruiting Service, through its agency, Gardner Adv. Co., St. Louis and New York, has signed a contract with the American National Theatre & Academy for talent to be presented on a variety show sponsored by the recruiting services on ABC, Thursdays, 7:30-8 p.m.

Budget is said to be $10,000 weekly with a minimum of $2,500 a week guaranteed to ANTA. First show will be heard Nov. 11, Armistice Day. Howard Teichmann will write and produce the program.

RCA DEMONSTRATION OF UHF TV IS HELD

RCA last Monday presented a practical demonstration in UHF television transmission in Washington. The display was given for the local chapter of the Institute of Radio Engineers and lasted approximately an hour and a quarter.

Transmission originated at NBC's WNBW (TV) Washington and utilized the station's experimental video transmitters at the high and low ends of the UHF band. IRE members were assembled in the auditorium of the Potomac Electric Power Co., several miles from the Wardman Park Hotel studios, where the program originated.

RCA used commercial receivers equipped with converters for the UHF bands. Reception was reported as very good.

Several representatives of RCA, headed by Dr. George H. Brown of the RCA research laboratories at Princeton, N. J., presented data on the RCA UHF experimentation. In addition, special equipment was displayed during the telecast.

Drive Promoting Use Of Soft Coal Is Resumed

ADVERTISING program to promote use of bituminous coal has been resumed for the third year by National Coal Assn. Through its Coal Heating Service Division, the association provides financial support and trained personnel to aid coal merchants taking part in the program.

Generally non-advertisers, the dealers are modernizing their methods, according to the NAB Dept. of Broadcast Advertising, with 1,400 of 50,000 dealers already enrolled in the advertising campaign. A kit provided dealers contains spot announcements and material for use of other media. NAB has cooperated with the association by providing material for effective use of radio. Coal association members are believed to be spending more money on local advertising than are competitive fuel organizations.

RALPH POWERS

now conducts his morning show 6:45 to 10:00 on

WBMD

(750 on the Dial)

BALTIMORE

Mr. Powers, who for 11½ years conducted the "Morning in Maryland" Show for

WFBR--Baltimore

moved to

WBMD

OCTOBER 4th

★

JOSEPH HERSHEY McGILLVRA, Inc.
NATIONAL REPRESENTATIVE
New York, Chicago, Los Angeles
San Francisco

MEMO to: LILLIAN SELB, FOOTE, CONE & BELDING:

Cincinnati housewives have a habit of relaxing to WCKY's afternoon WALTZ TIME, 1:05-2:00 PM. With an average rating of 6.1* Monday thru Friday, it leads all competition at this time except one network.

* Pulse, July-August 1948.

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

PHOTOGRAPHER found this foursome at the District 6 meeting all smiles (l to r): Al Godwin, KFPW Fort Smith, Ark.; Harry Stone, WSM Nashville; Patt McDonald, WHHM Memphis, and Emmet H. McMurry, WJPR Greenville, Miss.

EACH of the four states included in District 6 (La., Miss., Tenn., Ark.) is represented by this group at the Biloxi meeting. Front row (l to r): Harold Wheelahan, WSMB New Orleans; Fred Weber, WDSU New Orleans; Douglas Manship, WJBO Baton Rouge, La.; Gene Tibbett, WLOX Biloxi, Miss.; back row— Maurice Mitchell, NAB; Jack Wolever, KTHS Hot Springs, Ark.; Tom Baker, WKDA Nashville; Marshall Pengra, WATO Oak Ridge, Tenn.

District 6

(*Continued from page 29*)

broadcast problems. He is a heavy user of radio for campaigning and conducted his last campaign by transcription while on a European mission.

Leonard Gessner, vice president and radio director of Fitzgerald Adv. Agency, New Orleans, one of the largest agencies in the South, urged support of BMB. He said: "Advertisers and agencies, like doctors and bankers, insist on facts to help them solve their problems. In outdoor media, Traffic Audit Bureau was formed to give advertisers factual evidence which was instrumental in helping outdoor advertising increase its revenue. ABC does the same function for publications and newspapers. BMB will do the comparable job for radio.

"Down here (in New Orleans) in our own backyard we know our stations pretty well. But in other parts of the country we don't have that personal knowledge. We must rely on BMB. For instance, recently we were buying spots for Wesson Oil in two important Northern markets. We went to our client's office, armed with three standard classifications—Hooperatings, power and frequency, plus BMB figures. Our client almost immediately tossed aside three stations that didn't have BMB. We bought on the basis of ratings multiplied by circulation (BMB). So my advice to you District 6 broadcasters is, 'Go BMB—if you want more of those good Yankee dollars'."

Edward Reed, advertising manager of American Brewing Co., New Orleans, big regional spot user, said: "Regional advertisers more than national need dependable, unbiased data . . . and BMB is the answer. The sales honeymoon is over. Selling is tougher. Personal buying is on the wane. Factual statistics are needed to prove station circulation. BMB is the solution and money invested in its support today will pay you dividends in the future."

NAB DISTRICT 6 REGISTRATION

A

Sam W. Anderson, KFFA Helena, Ark.; Dr. Victor Andrew, Andrew Co., Chicago; Harry Arthur, WSMB New Orleans.

B

Charles A. Batson, NAB; F. B. Baker Jr., WKDA Nashville; Frank W. Baldwin, WJPR Greenville, Miss.; Wade Barnes, NBC, Dallas; Jack Barton, Capitol Transcriptions, Hollywood; Jay P. Beard, KBTM Jonesboro, Ark.; J. D. Bloom, WWL New Orleans; Chas. W. Brewer, WKRM Columbia, Tenn.; Robert E. Brown, KTHS Hot Springs, Ark.; Nathan Bolton, KTRY Bastrop, La.

C

S. H. Campbell Jr., WJHL Johnson City, Tenn.; Maryvan Cashman, WQBC Vicksburg, Miss.; M. M. Caver, WAML Laurel, Miss.; Neil Cline, KTBS Shreveport, La.; John Cleghorn, WRBC Jackson, Miss.; Willard Cobb, KALB Alexandria, La.; Frank Conwell, KCIL Houma, La.; Wm. H. Cole, WHOC Philadelphia, Miss.; I. K. Corkern, WIKC Bogalusa, La.; David Crockett, KAMD Camden, Aark.

D

Roy Dabadie, WJBO Baton Rouge, La.; Walt Davison, Capitol Transcriptions, Hollywood; W. C. Dehority, WHOC Philadelphia, Miss.; James Denny, WSM Nashville; W. H. Dick, KPDR Alexandria, La.; R. P. Doherty, NAB; W. Ward Dorrell, C. E. Hooper Inc., New York; Jack M. Draughon, L. R. Draughon, WSIX Nashville; Robt. W. Dumm, KNOE Monroe, La.; Mel Dugger, WKRM Columbia, Tenn.;

E

Bob Evans, WELO Tupelo, Miss.; P. K. Ewing, WGRM Greenwood, Miss.; P. K. Ewing Jr., WMIS Natchez, Miss.

F

C. E. Faulk Jr., KRUS Ruston, La.; Hal Falter, WCRK Morristown, Tenn.; Hugh Feltis, BMB New York; I. I. Femrite, KANE New Iberia, La.; Ted Fontelieu, WSMB New Orleans; Frank H. Ford Jr., KENT Shreveport.

G

C. L. Ganus, WHBQ Memphis; T. E. Gibbens, WAFB Baton Rouge, La.; Charles Godwin, Mutual, New York; Paul H. Goldman, KSYL Alexandria, La.; Lloyd A. Goodwin, KRUS Ruston, La.; Al Godwin, KFPW Ft. Smith, Ark.; James E. Gordon, WNOE New Orleans; Bill Grumbles, WHBQ Memphis; Charlie Grisham, Atlanta; Charles Gullickson, WDXB Chattanooga.

H

Julian F. Haas, KARK Little Rock, Ark.; Kolin Hager, SESAC New York; Geo. T. Harding, Branham Co., Dallas; Wiley P. Harris, WJDX Jackson, Miss.; Carl Haverlin, BMI New York; Hugh M. P. Higgins, NAB; Revis V. Hobbs, WKRM Columbia, Tenn.; Joel M. Hirsch, KPDR Alexandria, La.

J

W. E. Jones, KSLO Opelousas, La.; Hugh O. Jones, WGCM Gulfport, Miss.

K

Jerry Kerns, WMOX Meridian, Miss.; H. R. Kreistein, WMPS Memphis.

L

W. H. Lancaster Sr., W. H. Lancaster Jr., WJHL Johnson City, Tenn.; G. E. Loffler, KTRY Bastrop, La.; H. L. Logan, KWKH Shreveport; Maury Long, BROADCASTING, Washington, D. C.

M

George Mayoral, WJMR New Orleans; Douglas Manship, WJBO Baton Rouge, La.; Clifford Marshall, UP, Atlanta; Patt McDonald, WHHM Memphis; R. M. McKay Jr., WKRM Columbia, Tenn.; W. N. McKinney, KELD El Dorado, Ark.; Bob McRaney, WCBI Columbus, Miss.; Emmett H. McMurry, WJPR Greenville, Miss.; Maurice B. Mitchell, Justin Miller, NAB.

N

Sid L. Nichols, Branham Co., Memphis.

O

Paul Oliphant, WLAC Nashville; Dorsey Owings, BMI, New York.

P

Ralph H. Patt, WDOD Chattanooga; Don Petty, NAB; Marshall H. Pengra, WATO Oak Ridge, Tenn.; Chas. L. Planchard, KWCJ Natchitoches, La.; E. Pournelle, WHBQ Memphis.

S

L. Sepaugh, WSLI Jackson, Miss.; Alex Sherwood, Standard Radio, New York; Henry Slavick, WMC Memphis; F. C. Sowell, WLAC Nashville; Edwin M. Spence, Spence Co., Washington, D. C.; Harry Stone, WSM Nashville; Bill Stapleton, KRKN Ft. Smith, Ark.; Leon Sipes, KELD El Dorado, Ark.; Earl M. Smith, WLCS Baton Rouge, La.; Hugh M. Smith WLAU Laurel, Miss.; Hugh W. Smith, KFFA Helena, Ark.

T

Gene Tibbett, WLOX Biloxi, Miss.; Geo. H. Thomas, KVOL Lafayette, La.; Walter E. Tunning, ASCAP, New Orleans.

U

Carl Upchurch, WLOX Biloxi, Miss.

V

C. E. Vann, WGCM Gulfport, Miss.

W

Dick Walsh, KCIL Houma, La.; Fred Watkins Jr., KWKH Shreveport, La.; Irving C. Waugh, WSM Nashville; Granville Walters, WAML Laurel, Miss.; Fred Weber, WDSU New Orleans; H. F. Wehrmann, WTPS New Orleans; Pierre Weis, Lang-Worth, New York; Harold Wheelahan, WSMB New Orleans; Bob Wheeler, KHOZ Harrison, Ark.; Earl W. Winger, WDOD Chattanooga; Ted Woods, KFFA Helena, Ark.; Jack J. Wolever, KTHS Hot Springs, Ark.; C. T. Wright Jr., WFOR Hattiesburg, Miss.; Hollis R. Wooten, WREC Memphis; C. T. Wright, WFOR Hattiesburg, Miss.

we've got *news* for you

18 times a day direct from our studio in the City Room of The Newark News.

WNJR is the *only* New Jersey station offering *complete* national and local news coverage.

Another exclusive availability on . . .

the radio station of the Newark Evening News

WNJR

91 Halsey Street
Newark 1, N. J.
MArket 3-2700

Tops with TIME BUYERS

"A fast, ready reference and a time saver — that's the BROADCASTING Yearbook."

William B. Condon

WILLIAM B. CONDON
Radio Time Buyer
Wade Advertising Agency
Chicago

Tops with TIME BUYERS

"BROADCASTING Yearbook is great in scope. I use it as my guide to regional and national advertisers and standard stations throughout the country. The 'Who's Who' in the agencies has been invaluable also."

Shirley Peron

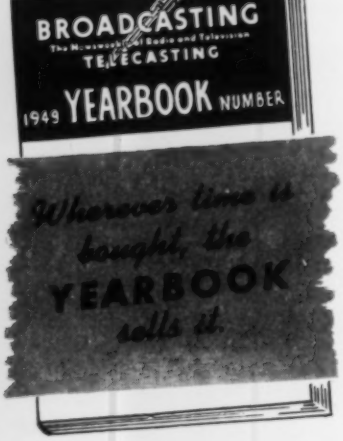
SHIRLEY PERON
Time Buyer
Allied Advertising Agencies
Los Angeles

Tops with TIME BUY

"It's a wonder to me how you gather so much useful radio material in your Yearbook. I use it throughout the year."

Frank Silvernail

FRANK SILVERNAIL
Chief Time Buyer
BBD&O, New York



RESERVE SPACE NOW
Deadline
December 1st

ILGWU BACKS OUT

Cancels Three Permits

BLAMING high costs of construction and installation, the International Ladies Garment Workers Union (AFL) last week asked FCC to cancel its FM grants for Boston, Philadelphia, and St. Louis.

Acting through its broadcasting subsidiaries, the union pointed out that in Chattanooga, for example, its construction costs were estimated at $26,200 but have turned out to be $119,121 plus approximately $50,000 still necessary to complete permanent studios. Even yet, ILGWU said, the station "is operating without any revenue."

The union is retaining the Chattanooga station and outlets in Los Angeles (expected to be completed in 30 days) and in New York (60 to 90 days).

Another union permittee, Amalgamated Broadcasting System Inc. (subsidiary of Amalgamated Clothing Workers), meanwhile reported it was impossible to proceed with construction of its authorized Chicago station, while three other permittees decided to turn in their grants. They were: Telair Co. (WMUY), Cleveland; KCOR-FM San Antonio, and WEGO-FM Concord, N. C.

Amalgamated previously had received a grant for Rochester and applied for New York and Philadelphia, but subsequently had both the grant and the applications dismissed.

The union said developments had indicated that construction of the St. Louis station would involve an investment of more than $300,000, aside from other complications. In Boston and Philadelphia, zoning problems "caused delay" in addition to the cost factor.

As to St. Louis, ILGWU said proceedings looking toward condemnation of their site for slum clearance are pending, and that the union has stood solidly behind such projects.

Complications as to the New York station were rapidly clearing up, it was learned Friday, with virtual completion of a deal with WOR New York to take over its former FM site at 441 Madison Ave. WOR-FM is moving to the new WOR-TV site in New Jersey.

The union's report continued:

Grants to Philadelphia and Boston were made after hearings. Certainly in those two instances we have no right to postpone the date of construction, hoping that costs will decrease. If there are presently other applicants who are qualified to operate such stations in those two cities, the channels should be made available to them.

In St. Louis, even though our grant was received without a hearing, we feel that we have a moral obligation to cancel the construction permit now that we feel we could not complete construction and operate the station in the near future.

. . . We would rather have three stations in which we know that the programming will be the best rather than six stations where programming is only fair or mediocre.

Explaining the request for cancellation of its FM permit, KCOR pointed out that additional expenses with respect to its AM operation made FM expansion seem inadvisable.

PROGRESS IS REPORTED IN RECORDING ACTION

PROGRESS in adoption of dimensional standards for broadcast use of magnetic tape recording and reproducing systems was reported by the project subcommittee of NAB, following a meeting Thursday in Newark.

Final standards were to be presented to the executive committee of the NAB Recording & Reproducing Standards Committee in New York Friday. After final Engineering Executive Committee approval they will go to the NAB board for action.

Attending the Thursday meeting, held at the offices of Rangertone Inc., were Dr. S. J. Begun, Brush Development Co., subcommittee chairman; Col. R. H. Ranger; Dr. G. C. Hare, Fairchild Camera & Instrument Corp.; Dr. W. W. Wetzel, Minnesota Mining & Mfg. Co.; W. E. Stewart, RCA Victor; Price Fish, CBS; Neal McNaughten, NAB.

Geiger, Eldred Named Field Men for Ziv Firm

FRED I. GEIGER and Harry Eldred have been appointed field representatives of the Frederic W. Ziv Co., Cincinnati, New York, Hollywood and Chicago.

Mr. Geiger, formerly with the Keith, Orpheum and Pantages circuit, has for the past nine years been associated with the beverage industry in sales, sales promotion, sales management and advertising capacities. He will represent Ziv in eastern New York state.

Mr. Elred, who has been in radio since 1935, has managed several network programs while associated with WBBM Chicago. He will represent Ziv in Illinois, with the exception of Chicago.

Democracy Contest Material Sent Out

Office of Education Packets Go To 28,000 School Principals

MATERIAL to bring high school students into the second annual "Voice of Democracy" contest, National Radio Week feature, was mailed last week by the U. S. Office of Education to 28,000 high school principals. Radio week is Nov. 14-20.

With the contest only a month away, NAB, Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce are winding up preliminary details.

The Office of Education packets include instruction material along with bulletin board posters for guidance of teachers and pupils.

NAB started mailing transcriptions to local stations Friday as part of the project. Rocky Mountain and West Coast stations will receive the first batch, with other districts to follow in a few days.

The transcriptions provide basic material on the Constitution, with five prominent persons speaking to students through local stations. They were recorded by James Stewart, actor, discussing "Platform for Democracy"; Maj. Gen. Luther D. Miller, Army Chief of Chaplains, "Freedom of Worship"; Dr. John W. Studebaker, vice president and editorial director, *Scholastic* magazine, "Education for Democracy"; Justin Miller, NAB president, "Freedom of Expression"; Paul Bagwell, president, Jr. C. of C., and professor of English, Michigan State College, "Democracy at Work."

NAB also is providing one-minute spot announcements urging students to take part in the contest. These were recorded by Eddie Cantor, Kate Smith and Arthur Godfrey. Suggested continuities are provided for introduction of the transcribed talks, along with teaser spots.

RMA has been mailing out its dealer - distributor advertisements designed for cooperative sponsorship in newspapers.

Down in Carolina ☆ ☆ ☆ ☆

"Nothing Could Be Finer"

WNAO RALEIGH
North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 KC.
Ask AVERY KNODEL, INC.

Lamb for Dewey

THE ERIE (Pa.) *Dispatch*, published by Edward Lamb, broadcaster and attorney whose alleged views drew fire of Congress, announced its choice for President last week. The choice: Republican Thomas E. Dewey.

Godfrey Will Quit Early Morn Shows

CBS last week was anxiously searching for a successor to its early morning star, Arthur Godfrey.

Mr. Godfrey, who has been arising regularly before the birds for 19 years, had decided to quit his early shows in order to get some sleep. He will abandon 11¼ hours per week of broadcasting which has produced handsome revenue for two of the network's stations, WCBS New York and WTOP Washington. At times, it is reported, his weekly shows alone have paid the total overhead of the two stations.

Mr. Godfrey will continue his 10:30-11:30 a.m. Monday-through-Friday network program, sponsored by Gold Seal, National Biscuit Co. and Liggett & Myers, and his 8:30-9 p.m. Monday *Talent Scouts* for Lipton's Tea, both heard on CBS.

He has been doing early shows on CBS stations for 19 years. His current schedule is 6-7:45 a.m. weekdays on WCBS and 7:45-8 and 8:15-8:30 a.m. weekdays on WTOP. All these shows have numerous participating sponsors.

Ponders Video

Simultaneously with the report that Mr. Godfrey is quitting his early shows it became known that he is being considered as a television prospect.

Preliminary discussions have been held with Liggett & Myers, sponsors of half an hour of his mid-morning network program, looking toward the possible construction of a video program built around the star.

At the same time, it was learned, Lipton's Tea has been considering duplicating the *Talent Scouts* program on television.

The exact date of Mr. Godfrey's departure from his early shows was not set, but it was believed he hoped to quit them within a month. Although CBS was far from settled on his replacement, it was believed that Harry Marble, a CBS announcer who has occasionally substituted for Mr. Godfrey, was under consideration, as was Robert Q. Lewis, CBS comedian.

FRANCIS VAN RASSEL, formerly of CKEY Toronto, has joined CKGB Timmins, Ont., as chief operator.

Nationwide Video Meeting Planned

Conference Will Be Sponsored By Chicago TV Council

PLANS for a nationwide video conference to be sponsored by the Chicago Television Council early in February were outlined by President James L. Stirton, general manager of ABC's Central Division, before council members at a luncheon meeting last Wednesday.

Such a TV conference has been under consideration by the council several months, but final decision was made only last week by the executive board committee, Mr. Stirton said. More than 100 members in the Chicago group will cooperate in an effort to attract a minimum of 100, and a possible 200, persons from video centers throughout the country. A three-day session, with panel discussions introducing TV leaders, is expected to cost council members $20 and others $25. The convention may be held at the Edgewater Beach Hotel.

At the same luncheon meeting, Robert A. Kubicek, editor of *Television Forecast*, Chicago video weekly, listed complaints from TV set owners in the area.

Commercials Too Long

Interpreting statistics compiled the previous weekend after a telephone check among 500 televiewers, he said that, in general, they think commercials are too long and poorly executed, some religious programs should be telecast on Sundays, daytime coverage should be increased, and video stations and newspapers should encourage landlords to give roof privileges. Most of the respondents believed that writers underestimate the intelligence of the average set owner, and that this does not advance program standards.

Despite numerous gripes, he explained that televiewers are enthusiastic video fans. "Television, more than any other form of entertainment, has been a direct force in uniting the family," he concluded.

Committee for National Adv. Hall of Fame Named

A COMMITTEE of 24, headed by the *New York Sun's* Gilbert T. Hodges, has been appointed to direct plans for the National Advertising Hall of Fame, it was announced last week by the Advertising Federation of America.

Among those on the committee are Harold Fellows, WEEI Boston, and Gustav K. Brandborg, KVOO Tulsa.

THE Only RADIO STATION SERVING AND SELLING All OF THE RICH KENTUCKIANA MARKET

50,000 WATTS
1-A CLEAR CHANNEL
840 KILOCYCLES

CBS WHAS Louisville, Kentucky

Victor A. Sholis, Director — J. Mac Wynn, Sales Director
Represented Nationally by Edward Petry & Co.

Reaching MORE for LESS
Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)
WHAS . . $130,968,666
STATION B $55,682,200
Ask Petry for PROOF

All-Radio Promotion

(Continued from page 21)

paign. Several commented that they would like to see the NAB involved, but not controlling the project.

"How should funds for the campaign be raised?" (See Table III).

The most popular fund raising method mentioned (by 38%) was through assessment by NAB. One third of the broadcasters would want the fund to come out of the current NAB budget. About one out of five (21%) believe voluntary contributions should be the source of funds, while one in seven (14%) lean in the direction of assessment by a separate organization.

"If part of the current NAB budget, which NAB activities should be curtailed?" (see Table IV).

Of those who would have campaign funds come out of the current NAB budget, two out of three suggest that the women's activities unit be curtailed in order to provide for such funds. Roughly, one of three (36%) mentioned radio news, and almost as many indicated that program aids (35%) and FM activities (32%) should be minimized.

Next in the list according to number of mentions was "sales aids" (20%), followed by engineering (15%), legal (14%), and public relations (11%). The activities mentioned least frequently were labor relations (8%) and legislative (6%).

State Preference

The average station manager suggesting that campaign funds be obtained from the current NAB budget, named 2 to 3 activities for curtailment.

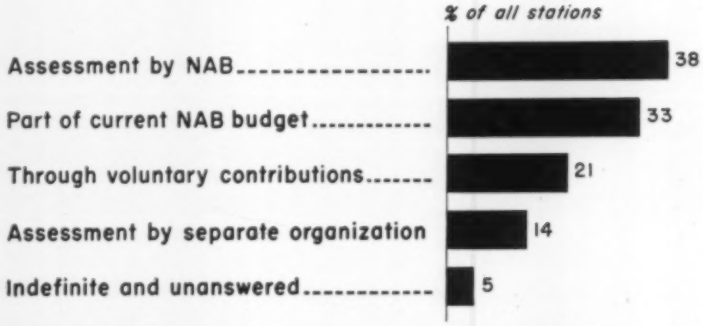
"Should contributions be based on gross revenue of each station?" (See Table V).

Some three-quarters of the station managers would prefer that contributions to an all-radio promotion campaign be based on the gross revenue of each station. Of these, one out of three (35%) believe that 0.5% of gross revenue should be contributed. Eight percent feel that less than 0.5% would suffice, while 22% would like to see more than that percentage contributed. About one third of these respondents (35%) are undecided or non-committal on what share of gross revenue should be allocated.

Second portion of the TRENDS survey on the industry promotion plan is scheduled for BROADCASTING, Nov. 15. It will deal further with the financing possibilities of the plan.

Table III

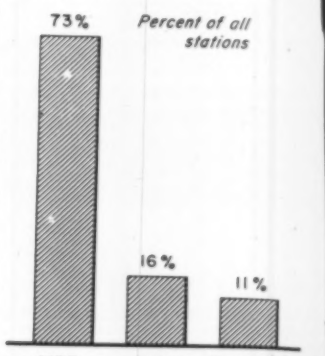
"How should the funds be raised?"


% of all stations
Assessment by NAB 38
Part of current NAB budget 33
Through voluntary contributions 21
Assessment by separate organization 14
Indefinite and unanswered 5

Percents add to more than 100 because some respondents mentioned more than one source of funds.

Table V

"Should contributions be based on gross revenue of each station?"

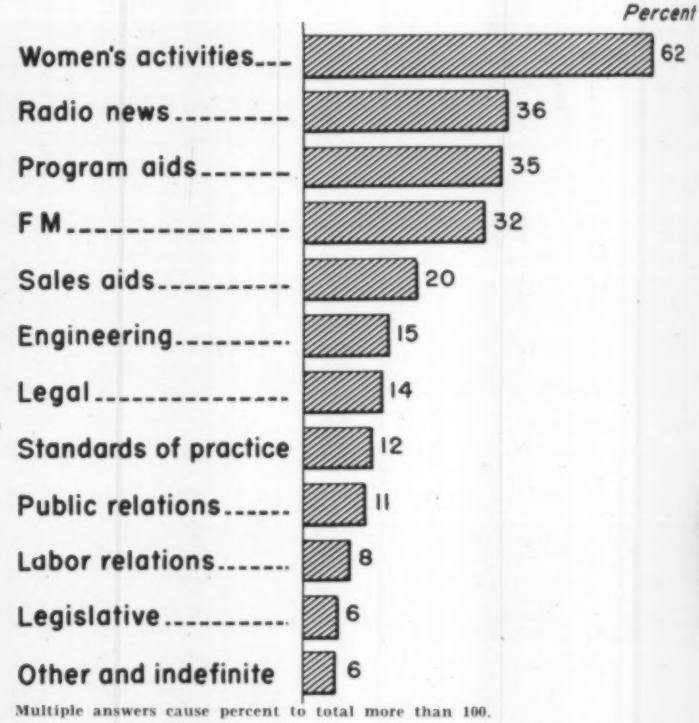


If yes, what percent?

	% of "yes"
Less than 0.5%	8
0.5%	35
1%	17
2%	4
3% or more	1
Don't know—indefinite	22
Unanswered	13
	100%

Table IV

"If part of the current NAB budget, which NAB activities should be curtailed?"



Multiple answers cause percent to total more than 100.

WLOF
ORLANDO, FLORIDA
950 KC
SERVING THE RICH CENTRAL FLORIDA AREA
5000 WATTS
MBS
Represented By Paul H. Raymer Co., Inc.

Margaret Wylie, Chicago Agency Timebuyer, Dies

MARGARET WYLIE, 42, with J. Walter Thompson Co. 17 years and as radio timebuyer since 1941, died Thursday morning at Chicago's Walther Memorial Hospital of heart disease. Funeral services are being conducted today (Monday) in Chicago.

She was a member and former officer of the Chicago Radio Management Club, which will contribute money to its charity or scholarship fund rather than toward flowers. There are no close survivors.

Woodshed for FCC

(Continued from page 21)

of the Communications Act.

FCC was assailed by the Harness committee in its interim report to Congress late last September for the careless language it had "indulged in for some time" in its decisions and intimated it had originated with the Commission's law department.

In the scathing report, the committee charged that FCC had invaded the legislative field and "embarked upon a dangerous and mischievous line of reasoning" in its Port Huron and Scott decisions.

The committee, which had earlier held hearings on the Port Huron decision, dealing with political broadcasts, and the Scott case, on atheists' rights to free radio time, demanded that the Commission expunge the controversial language in the opinions or face remedial legislation.

Accompanying Mr. Bow to Puerto Rico will be Thomas Simpson and Oscar Hume, both investigators for the committee.

WIPR Incident

Mr. Bow explained that the trio will conduct an "overall investigation," but will concentrate the bulk of their energies in probing FCC's 15-month-old grant of a construction permit to WIPR for a 10-kw commercial station on 940 kc in Puerto Rico.

"Other general matters in which the committee is interested will also be investigated in the course of examination," Mr. Bow added.

The committee's on-the-scene probe is expected to last from one week to ten days, Mr. Bow asserted. He did not indicate whether hearings on the insular grant were contemplated by the Committee.

Thomas Muniz, president of the Puerto Rico Broadcasters Assn., during a recent Washington visit, personally carried complaints of 20 of the 22 private broadcasters on the island to the Harness committee [BROADCASTING, Sept. 27].

Private broadcasters charge that WIPR's operation poses a serious threat to private broadcasting. They contend that it forces private broadcasters to compete with a government-controlled commercial station that pays no taxes and is supported by tax funds.

Mr. Muniz attributes the original apathy of private broadcasters to a lack of organization. WIPR officials maintain the private operators were fully aware of FCC proceedings and had ample opportunity to protest then. The commercial character of the proposed station was also public knowledge, WIPR claims.

The Puerto Rican association plans to file a statement with the Commission, explaining the whole situation and an argument why the government station should not be granted.

Other matters which will arise at committee hearings include FCC's licensing and license renewal activities, and its general organization, personnel and activities.

The committee will also seek to determine if there has been any concerted movement to procure the concentration of AM, FM and TV licenses in the hands of a limited class of persons or concerns rather than a distribution of the licenses on a geographical and equitable basis.

In addition, the inquiry will cover an investigation to ascertain if grants have been made to any communists or any person affiliated with communist-front organizations. Some observers believe that, since the committee was given such broad powers, it might also take a look at the Mayflower case, involving the right of stations to editorialize.

WABD Delays Launching Full Daytime Schedule

WABD New York, DuMont TV station, has postponed inauguration of full daytime programming [BROADCASTING, Sept. 20, 27] until Nov. 1. Purpose, DuMont explained, is to allow adequate time for getting Studio D, at the company's headquarters at 515 Madison Ave., in shape for testing equipment and for a week's "dry run" of the 7 a.m.-6 p.m. schedule.

Terming fulltime video operation "an economic necessity" for TV stations, Leonard Hole, WABD general manager, said that the all-day operation also will dispel the notion that television is an advertising medium reserved for only the high-budget national advertisers. "WABD's daytime schedule," he said, "will offer all advertisers, regardless of budget, the opportunity to use television."

Bus Line Radio

AMERICAN Burlington Bus Lines Inc., Chicago, is now carrying radio in New York, Cleveland, Chicago, St. Louis, Omaha, Denver, Cheyenne, Memphis, Tulsa, Oklahoma City, Dallas, Ft. Worth, Los Angeles, San Diego, San Francisco, Shenandoah, Iowa; Rock Island, Ill.; Corinth, Miss.; Muscle Shoals, Ala., and 12 cities on the Inter-Mountain Network. Agency is Grant Adv., Chicago.

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS

REPRESENTATIVE: WEED & CO.

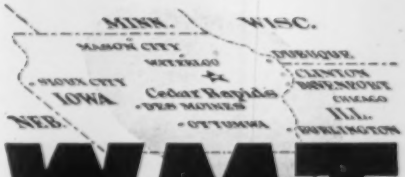
There are no Reds in Moscow

(IOWA)

. . . no reds, but plenty of greenbacks, according to what we hear about the Iowa variety of Muscovites. We hear they hear us, loud and clear. BMB measurements bear this out (84% day, 78% night).

Like 1053 other towns in WMT's listening area, Moscow is well-fed, well-clothed, well-radioed, and well-heeled. It's another post in the fence you build around Eastern Iowa when you use WMT.

Get inside the prosperous farm-and-industry market that listens regularly to Eastern Iowa's only CBS outlet. Ask the Katz man for details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

TV Pitches Curve

(*Continued from page 26*)

the race. He added that the Stratovision signal was the only nonfading one he could get during the game.

An Indiana, Pa., radio dealer had a crowd of 2,500 watching the game despite the rain. He was 30 or 40 miles from the plane. The B-29's signal was so strong in Front Royal, Va., that the viewer picked up more than he needed over a 60-degree antenna field. It wavered a couple of times, he reported.

Other reception points, to mention a few, included Wilkes-Barre, Pa.; State College, Pa.; Buffalo (fair to good signal); Beckley, W. Va.; Newark, Ohio; Youngstown, Ohio; Shamokin, Pa.; Dover, Ohio, and Sharon, Pa.

One viewer told Westinghouse he would get up a petition if that would help the FCC find a channel for Stratovision. Westinghouse has asked for the right to stratovise on the same channel sought by its Pittsburgh station, KDKA.

The Monday test demonstrated that Stratovision and interference don't mix—not even with Chili Nobles aloft at the dials. But it also demonstrated that, given a good signal, Stratovision can deliver, just as Chili keeps telling them down at the office.

WQUA PROTEST

Claims CBS Reneged On Affiliation

A CHARGE that CBS refused to affiliate with WQUA Moline, Ill., because of the opposition of another CBS affiliate—WMT Cedar Rapids, Iowa—was filed with FCC last week by WQUA President Bruff W. Olin Jr.

Mr. Olin claimed that a violation of the "territorial exclusivity" provisions of FCC's network regulations is involved and asked for an investigation.

Neither CBS nor WMT had been formally served with copies of Mr. Olin's letter late last week and both reserved comment. FCC's customary procedure is to analyze complaints and then, if it decides the question is within its jurisdiction, to write the parties named in the protest and ask for statements of their side of the case.

Mr. Olin said that he discussed CBS affiliation with Herbert V. Akerberg, CBS vice president in charge of station relations, before he and Howard P. Eckerman formed the Moline Broadcasting Co. and filed their application for WQUA in August 1944. Program plans presented to the Commission, he said, were based on assumption that the station would affiliate with CBS.

The grant (1230 kc, 250 w) was issued in April 1946, but Mr. Olin contended that by this time "some pressure had, meanwhile, been exerted upon [CBS] to refuse the affiliation." He conceded that CBS was right "from a strictly legal view" when it said Mr. Akerberg had made no commitment to WQUA. But he felt that CBS officials originally "had every intention" of affiliating with the Moline station.

He said he had several subsequent conversations with Mr. Akerberg and that in one the CBS executive told him that he (Mr. Olin) "must satisfy Bill Dolph," executive vice president of WMT. He said Mr. Dolph's name was injected several times into further discussions. When he was notified that Mr. Dolph would talk with him, he said, "the pressure of getting the Moline station on the air" made it impossible for him to go to Washington, where Mr. Dolph has headquarters.

Renewed Talks

The upshot, Mr. Olin said, was that in late August 1946, WQUA affiliated with Mutual. But he said he renewed discussions with CBS in July 1947, and again a year later and, also, in July 1948, discussed the question with Mr. Dolph.

"He seemed to agree that WMT's business would not be seriously affected by a WQUA-CBS affiliation, but said he could think of no good reason why he should agree to a shrinkage of their CBS listening territory. His final statement was that he would continue to oppose such an affiliation," Mr. Olin asserted.

He quoted Mr. Akerberg as saying that he told Mr. Dolph that CBS "definitely does" want to affiliate with WQUA. But he said Mr. Akerberg refused to ask the WMT executive point-blank what WMT "would do if CBS should affiliate WQUA without his (Dolph's) approval." He said Mr. Akerberg explained he already had "put too much pressure" on Mr. Dolph.

Sec. 3.102 of FCC's Rules, Mr. Olin pointed out, provides that "No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization . . . which prevents or hinders another station serving substantially a different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization."

Mr. Olin contended that "WMT cannot be considered as rendering a primary service to the immediate area served by WQUA."

Come Rain or TV

EVIDENTLY TV doesn't cut down attendance at sports events. In a letter to Charles de Lozier, WNBW (TV) Washington, an advertising representative wrote that despite the fact that it was raining during a recent televised Baltimore Colt-Cleveland Brown football game, "attendance exceeded 25,000." Which fact proves, he wrote, that "they will go to see them, regardless of whether they are being televised or not."

Canadian Meeting

MEETING of managers of stations of Northern Broadcasting Co., was held at Toronto Oct. 9, to discuss problems of the group for the fall and winter season. Meeting was under chairmanship of Jack Davidson, manager of Northern Broadcasting Co. and National Broadcast Sales. Attending were Russ Baer, CHEX Peterborough; Harry Edgar, CJKL Kirkland Lake; H. C. Freeman, CKGB Timmins; Cliff Pickrem, CFCH North Bay, and Roy Hoffstetter, CKWS Kingston.

Now It's

WMOB-FM

- Another coverage service and a "bonus" for advertisers in Mobile, Alabama.
- Complete duplication of the WMOB AM schedule on FM—6 A.M. to 12 Midnight.
- For statistics—ask a Branham man —or write D. H. Long, Manager.

WMOB-FM

97.5 Megacycles

Represented by The Branham Co.

D. H. LONG, Manager

Mobile, Alabama

KGW and KGW-FM

PORTLAND, OREGON

COMPLETE SCHEDULE

SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NBC AFFILIATE

SBC AWARDS

Jennings Gets Top Honor

By BILL THOMPSON

ANNUAL AWARD of Merit in Educational Radio was voted last Wednesday to George Jennings at the awards luncheon meeting of the School Broadcast Conference at Chicago's Sherman Hotel. Mr. Jennings is radio director for the Chicago Public Schools and Chicago Board of Education station, WBEZ, and president of the Assn. for Education by Radio.

Thirty-three other commendations and citations were made by the executive committee of the conference to stations for their educational programs and to teachers and schools for classroom projects.

Mr. Jennings was selected because "of his outstanding contribution to education through radio, . . . and to the radio medium in interpreting the community to schools and schools to the community—because of his effective leadership as director of the Chicago Radio Council and all educational radio, . . . and because of his progressive vision in pioneering the medium of educational television."

Special awards were voted for William B. Levenson, assistant superintendent of Cleveland Public Schools, for his "'pioneering in educational radio at WBOE, by which all educational radio has benefitted," and to Gertrude G. Broderick, secretary of the Federal Radio Education Committee, for her work in organizing the nationwide script and transcription exchange operated through the U. S. Office of Education.

Other Awards

Other awards and citations:

Mal Hansen and WOW Omaha, first award and special commendation for "Regimented Raindrops," soil conservation project; KNBC San Francisco, "Signposts for Young Scientists," narrative science broadcast; WLOK Lima, Ohio, "Your Public Library"; KVOO Tulsa, "Investment in the Future" and "High School Day," in which, respectively, students from each city high school have an opportunity to operate a commercial station on a full-day schedule, and talented youngsters compete for a four-year scholarship in radio.

WTOP Washington, "The Undiscovered," which informed listeners on venereal disease; WCAU Philadelphia, "The Career Forum," which attempts to answer the student's question, "What Shall I Do With My Life?"; KDKA Pittsburgh, "School of the Air" series, produced in cooperation with public schools and other community agencies; WLW Cincinnati, "Builders of Destiny," documentaries on cities and towns in the listening area.

WMAQ Chicago, "In Our Town," program on the city's highlights; division of audio-visual education of the St. Louis Board of Education, for its series "What's It All About?" on WEW (St. Louis) explaining commercial newscasts and newspaper material to upper elementary grades.

Clifton Utley, NBC commentator, who spoke at the awards luncheon on "Current Affairs as a Tool for Dynamic Education," said that basic objectives of high schools should be to "equip the student to earn a living and to meet problems of reality." Training in current affairs will benefit students, he said, by giving them an interest in the world and by offering them criteria to analyze propaganda.

The 12th annual three-day conference, which started Wednesday, featured the following panel discussions and speakers:

"Radio—a Challenge to Education"—Dr. Belmont Farley, director of radio and press relations, National Education Assn.; Richard Hull, president, National Assn. of Educational Broadcasters; William B. Levenson, past president, AER; Dr. I. Keith Tyler, director of the Institute for Education by Radio.

"Radio Around the World"—United States, Sterling Fisher, public affairs & education department, NBC; France, Edward Gruskin, French Broadcasting System in North America; England, Thomas Baird, British Information Service; occupied areas, Richard Condon, Radio Section, U. S. Army; Canada, O. C. Wilson, assistant supervisor of educational broadcasts, CBC; Australia, Edmund G. Bonney, Australia News and Information Bureau; United Nations, Dorothy Lewis, Coordinator of Women's Broadcasts, UN; Latin America, Gabriel Martinez Montes de Oca, Dept. of Radio Education, Mexico.

"Radio and Family Living"—Manford Kuhn, sociology department, Iowa U.; Harold B. McCarty, national chairman, PTA; Leslie Spence, education chairman, Wisconsin Better Radio Listening Committee; Alice Sowers, director, Family Life Institute, U. of Oklahoma; Mrs. Arch Trawick, organizer, Radio Council of Middle Tennessee.

"Trends in Educational and Public Broadcasting"—Sterling Fisher, NBC; Robert Hudson, director of education, CBS; Robert White, public service director, Central Division, ABC; Russell R. Porter, radio director, U. of Denver; Frederick Hayward, manager, KWSC, Washington State College.

"Television—the Teacher's New Assistant"—James L. Stirton, president, Chicago Television Council; Beulah Zachary, producer, WBKB Chicago; Elizabeth E. Marshall, national television chairman, AFR; Ted Mills, program manager, WNBQ (TV) Chicago; the Rev. R. C. Williams, television coordinator Creighton U., Omaha, and James Robertson, WTMJ-TV Milwaukee.

New Subsidiary Formed By Decca Records Inc.

DECCA Records Inc., New York, last week announced formation of a subsidiary, Coral Records Inc. The new firm is to utilize all recording, manufacturing, promotional and credit facilities of the parent organization.

Michael Ross has been named general sales manager of Coral, with offices at 48 West 57th St., New York. According to Mr. Ross, 25 independent distributors already have contracted, tentatively, to handle the Coral record line.

TEAMWORK

Makes Pulling Stakes Easy!

Ever look at a circus tent stake? They're really put into the ground to hold. And, if you don't have proper teamwork, you'll have a terrible time getting them out of the ground when breaking the circus for a move.

Just as proper teamwork makes a tough circus job easy, so proper teaming of your commercials with WPTR's listener-intriguing shows will make your selling job easier in the rich Albany-Schenectady-Troy area.

Herb DuVal

WPTR 1540 · THE RIGHT SIDE OF THE RADIO DIAL

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.

WBAR Chicago FM Outlet Gets Downtown Quarters

WBAR Chicago, new veterans' FM station, has leased on a long-term basis the entire 32nd floor of the 188 W. Randolph St. Bldg., which the Archdiocese of Chicago had sought for its FM educational outlet, WFJL.

Fifteen-year lease, signed Oct. 1 by Ralph J. Wood Jr., president of WBAR, has a renewal clause. Interior construction work and remodeling will begin shortly in preparation for a Jan. 1 debut, Mr. Wood said.

Joins Free & Peters

ARTHUR W. BAGGE, a member of the *American Weekly* sales staff for the past 11 years, has joined Free & Peters as an account executive in the station representative firm's Chicago office, Lloyd Griffin, vice president in charge of the office, announced Friday. Mr. Bagge, who for three years prior to 1947 was with A. C. Nielsen & Co., Chicago research firm, and who earlier had been a district manager of Dictaphone Sales Corp., will handle several large spot radio advertising accounts.

Mr. Bagge

INTERESTED?

IN A

$483,000,000 MARKET

INVESTIGATE!

WROK

The ONLY Station

IN

Rockford, Illinois

ABC

Headley-Reed

National Reps.

GIVEAWAY FATE

Full Commission to Hear Oral Arguments

THE FATE of radio's million-dollar giveaway craze will be argued before the FCC tomorrow (Tuesday).

The arguments will focus on the Commission's proposed rules interpreting the law against "lottery" programs [BROADCASTING, Aug. 9]. One full day and perhaps longer will be needed, according to estimates late last week.

Oral argument on an FCC examiner's recommendation that a money giveaway formerly carried by WARL Arlington, Va., be found in violation of the lottery law is slated to follow argument on the general rules.

ABC, which among the major networks probably would be most affected by the proposed rules, was given lead-off position in FCC's schedule of appearances and will be allowed 45 minutes for its argument, compared to the general rule of 30 minutes maximum for each participant.

Others wishing to take more than 30 minutes were advised to "communicate with the Commission in writing stating the amount of time" they need.

Opponents in Majority

Numerically, opponents of the proposed rules—which are designed to break the giveaway habit—will outnumber the advocates. Opposition will range from flat charges that FCC has no authority to issue such rules, to the submission of alternative proposals, according to briefs already filed by the participants [BROADCASTING, Sept. 27, Oct. 4].

One of the principal proponents of the giveaway ban will be WITH Baltimore. The Premium Advertising Assn. has no objection if it is clear that programs offering premiums for coupons, boxtops, etc. are not banned so long as lot or chance is not involved. NBC claims stations could solve the problem by self-regulation, but says it "would welcome" a definite yardstick by which to determine the legality of programs in advance.

Among the others slated to be represented at the argument, these views have been expressed:

NAB and CBS contend FCC has no authority to issue the proposed rules.

Louis G. Cowan Inc., producer of the ABC *Stop the Music* show, most popular of the big giveaways, maintains that such programs do not have an element of true "consideration," essential to a lottery —that listeners run no risk of financial loss.

Radio Features Inc. *(Tello Test)* claims FCC's proposal reflects an erroneous interpretation of the law, and suggests changes to sanction prize programs in which "genuine tests of knowledge or skill" are employed.

Attorney W. Theodore Pierson advances an alternative plan, contending the Commission's proposal would be ineffective from both a legal and a practical standpoint.

Attorney Arthur W. Scharfeld maintains that giveaways are not lotteries and cannot be banned as such.

The Radio Council of National Advertisers opposes the proposed rules except as they apply to shows which involve chance and require the winner to buy a product or furnish money.

KXLY Spokane, Wash., suggests that the FCC, the Post Office Dept., and the Dept. of Justice should reach agreement on the definition of lottery, to avoid discrimination.

The list of participants for the oral argument, showing the order i which they are to appear, was announced by FCC last week as follows:

ABC, NAB, WITH, Radio Features, Radio Council of National Advertisers, CBS, NBC, W. Theodore Pierson, Arthur W. Scharfeld, KXLY, Associated Activities Inc., Louis G. Cowan Inc., and Premium Advertising Assn.

The hearing will start at 9:30 Tuesday and will be held before the Commission *en banc.*

The proposed rules provide that a program will be considered in violation of the lottery law if the selection of a winner is "dependent in any manner upon lot or chance," and if any one of the following conditions exists:

(1) If the winner is required to furnish "any money or thing of value," or to possess any product made or handled by any advertiser on the station; (2) if the winner is required to be listening to the program in question, or watching it on television; (3) if the winner is required to answer any question whose answer (or aid in answering) is given on a program carried by the station; (4) if the winner is required "to answer the phone or write a letter, if the phone conversation or contents of the letter (or substance thereof) are broadcast by the station."

Upcoming

Oct. 25-26: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.

Oct. 25-27: Assn. National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.

Oct. 27-28: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.

Oct. 27-29: Board of Governors, Canadian Broadcasting Corp., Ottawa.

Oct. 30-31: Regional meeting Ontario stations, Canadian Assn. of Broadcasters, Royal York Hotel, Toronto.

Nov. 6-7: AWB District 13, Gunter Hotel, San Antonio, Tex.

Nov. 8-10: RMA-IRE Fall Meeting, Hotel Sheraton, Rochester, N. Y.

Nov. 11: AAAA Michigan Council meeting, Detroit.

Nov. 11-13: National Assn. of Radio News Directors, annual convention, St. Louis.

Nov. 14-20: National Radio Week.

Nov. 15: AAAA New York, New England, and Atlantic Councils meeting, Waldorf-Astoria Hotel, N. Y.

Nov. 16-18: NAB Board of Directors, NAB Hdqrs., Washington.

Nov. 18: Adv. Federation of America, District 6 meeting, Chicago.

Universal Carloading Co Sponsoring Forum Show

THE UNIVERSAL Carloading & Distributing Co., New York, in its first national advertising venture will sponsor *American Forum of the Air*, 20-year-old forum program, which returns to Mutual in revised format Tuesday, Oct. 19, 10-10:30 p.m. (EST).

For the first program, Sen. J. Howard McGrath and Rep. Hugh D. Scott, chairmen respectively of the Democratic and Republican national committees, will debate "Truman vs. Dewey," with Theodore Granik as moderator.

Newspaper tune-in advertising will be scheduled by Raymond Spector Co., New York, the sponsor's agency.

MEREDITH WITHDRAWS FROM TV APPLICATION

WITHDRAWAL of Meredith Publishing Co. from Tri-States Meredith Broadcasting Corp., television applicant for Des Moines, was reported to FCC last week.

Tri-States Theatres, which owned one-half interest, has purchased the Meredith shares, all for treasury stock except for a single share which will be held by the theatre group. Tri-States is half-owned by Paramount Pictures Inc.

The purchase price was said to be the equivalent of the investment which Meredith Publishing has thus far made in the company. The application, for Channel 2, is one of four pending for three channels currently available at Des Moines.

Meredith Publishing meanwhile has asked for FCC consent to transfer control of its WJTV (TV) Syracuse to Meredith Syracuse Publishing Corp., a wholly owned subsidiary. In addition to WJTV and the Des Moines applicant, Meredith has an interest in WXKW and WXKW-FM Albany and is applying for television at Albany.

Center Your Attention on

WROK

Center of the Dial

860 kc

MILWAUKEE

Decision Expected Soon on DuMont

FCC Instructs Hearing Examiner To Proceed 'Expeditiously'

AN EARLY DECISION on the question of whether Paramount Pictures' 29% interest involves "control" of Allen B. DuMont Labs. was given a green light last week as FCC instructed its hearing examiner to submit a recommended decision "expeditiously."

The question is linked with the pending San Francisco television decision, which is tied up by the Commission's freeze on television applications. FCC officials had said the control issue would not be settled until the freeze is lifted [BROADCASTING, Oct. 4], but on reconsideration the Commission held that this question could be separated from the San Francisco case without conflict with the freeze.

The decision, being prepared by Hearing Examiner Jack P. Blume, will affect competitive television hearings not only in San Francisco but also in Detroit, Cleveland, Boston and Cincinnati.

The issues call for a determination of Paramount's interests in DuMont, which operates WTTG (TV) Washington, WABD (TV) New York, and is almost ready to go on the air with WDTV (TV) Pittsburgh, and has applications pending for Cleveland and Cincinnati; in Paramount Television Productions, which operates KTLA (TV) Los Angeles and is applying in San Francisco; in Balaban & Katz, which has WBKB (TV) Chicago; and in the following television applicants: New England Theatres, Boston, and United Detroit Theatres, Detroit. Paramount owns a majority of the stock of all except DuMont.

In addition, but not a subject for disposition in the current proceeding, Paramount has 100% of the stock of Gulf Theatres, which is applying for Tampa, and 25% of the stock of Tri-States Meredith, applying at Des Moines (Meredith Publishing Co. is withdrawing, leaving Paramount with 50%; story page 66),

If FCC rules that Paramount controls DuMont—as it once ruled, before calling for another exploration of the question in the current proceeding—then Paramount will already have reached the five-station maximum permitted under FCC's current multiple-ownership rule.

During the hearing Paul Raibourn, Paramount vice president in charge of television, said in answer to a direct question that, in his opinion, Paramount would be willing to accept grants to its subsidiaries on condition that it dispose of its 29% in DuMont. But the question had not been discussed by the board, he said [BROADCASTING, May 17].

Mr. Raibourn contended that Paramount neither controls DuMont nor takes any part in its day-to-day operations. He said the film company had encountered difficulty in past efforts to sell its interest in DuMont, because prospective purchasers looked upon the 29% as being of a non-control investment nature only.

Sweet Hope!

PRINCIPALS in this sponsor success story are Mrs. Hope Slaughter of the WTRF Wheeling, W. Va., sales staff and Walter Ware, owner of Elm Buick Sales and Service, Martins Ferry, Ohio. Mrs. Slaughter sold Mr. Ware a 52-week contract. Impressed by the lady salesman, the sponsor, attending races at Wheeling Downs, placed a hunch bet on Sweet Hope, a 30-to-1 shot. Sweet Hope won and paid $61.60 for $2.00. This, WTRF reports, was the exact amount of Mr. Ware's first month's advertising bill with the station.

WHTM (TV) BUILDING WORK IS UNDER WAY

DR. RAY H. MANSON, president of Stromberg-Carlson Co., Rochester, broke ground for Rochester's first television station, WHTM, last week. The new transmitter building and antenna will be atop Rochester's Pinnacle Hill.

Since the close of the war Stromberg-Carlson has undertaken four broadcasting projects. Others were completion of the million-dollar Rochester Radio City housing the firm's AM and FM stations, relocation of WHAM's 50-kw transmitter and installation of WHFM's transmitter for a higher band.

The new television tower, Dr. Manson said, also will hold an FM antenna and will be sturdy enough to support one other FM and two more TV antennas.

The 20-kw television station expects to be operating by June 1949.

PHILADELPHIA'S NO. 1 Station

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL

10,000 Watts WIBG

REPRESENTED Nationally by Adam J. Young, Inc.

AN ENTIRELY NEW
Dependable
AUTOMATIC DEHYDRATOR
BY Andrew

For pressurizing coaxial systems with dry air

WRITE FOR BULLETIN 85

Now, for the first time, here is an automatic dehydrator that operates at line pressure! This means, (1) longer life, and (2) less maintenance and replacement cost than any other automatic dehydrator.

Longer life because the compressor diaphragm operates at only 1/3 the pressure used in comparable units, vastly increasing the life of this vulnerable key part.

Reduced maintenance and replacement costs because new low pressure design eliminates many components.

Operation is completely automatic. Dehydrator delivers dry air to line when pressure drops to 10 PSI and stops when pressure reaches 15 PSI. After a total of 4 hours' running time on intermittent operation, the dry air supply is turned off and reactivation begins, continuing for 2 consecutive hours. Absorbed moisture is driven off as steam. Indicators show at a glance which operation the dehydrator is currently performing.

Output is 1¼ cubic feet per minute, enough to serve 700 feet of 6⅛" line; 2500 feet of 3⅛" line; 10,000 feet of 1⅝" line or 40,000 feet of ⅞" line. Installation is simple, requiring only a few moments.

Important! Not only is this new differently designed Andrew Automatic Dehydrator completely reliable, but it is available at a surprisingly low price.

Andrew CORPORATION
363 E. 75th STREET, CHICAGO 19
Eastern Office:
421 Seventh Avenue, New York City

ANDREW
TRANSMISSION LINES FOR AM, FM, TV. DIRECTIONAL ANTENNA EQUIPMENT. ANTENNA TUNING UNITS. TOWER LIGHTING EQUIPMENT. CONSULTING ENGINEERING SERVICE.

MAIL COUPON NOW!

MAIL COUPON NOW!

ANDREW CORPORATION, 363 E. 75th St., Chicago 19
Please send me Bulletin 85 describing the new Type 1900 Andrew Automatic Dehydrator.
Name
Title
Company
Address
City Zone State
8-10-18-48

ALLOCATIONS HEARING

By LARRY CHRISTOPHER

DEFENSE of the remote pickup broadcast service as necessary to public interest highlighted further sessions last week of FCC's oral argument in the proposed allocations for general mobile and fixed services.

Recommendations advanced earlier for retention of the channels in the 152-162 mc band, in view of their high quality characteristics suitable for program relay, were further supported. Witnesses also gave weight to previous contentions that other assigned bands would not meet all remote pickup requirements [BROADCASTING, Oct. 11].

Consensus is that if FCC deletes remote pickup channels in 152-162 mc band, broadcasters will be left only with plenty of cue channels and practically no program channels. Certain participants also suggested Commission at least provide a transition period of several years to allow amortization of equipment should the FCC proposal be adopted.

Most all broadcasters expressed agreement that the 25-mc band channels are susceptible to considerable interference. Hence they are good mostly for cue channels —with use for program relay only when high signal level may be present. It was also agreed that the ultra-high frequency channels proposed in the 450-460 mc band need further development before full use even for short-range relay.

The argument, involving many industrial, public utility, common carrier, land transportation, maritime and other interests, has been before the Commission *en banc* since Oct. 6. Session was held last Saturday and a night session Thursday in the effort to hear all presentations. The proceeding was expected to be concluded on Friday.

McNaughten Protest

Neal McNaughten, assistant director of NAB Engineering Dept., appearing for a second time and protested proposed divorcement of remote pickup from 152-162 mc band. He told FCC in many cases remote facilities are carried strictly as an operating expense and are not treated as an income-producing investment. He cited vital use of such facilities for national defense and law enforcement or disaster relief, in addition to serving public interest through news and other special events programming.

Remote Pickup Service Defended

In defense of the intermittent use of remote facilities, Mr. McNaughten likened the service to a fire plug and said there is definite need for a "sufficient number of interference-free channels to which the broadcaster can turn at a moment's notice." He said the need "is for providing public service to thousands and perhaps millions of people for a relatively short period of time, rather than furnishing service to a few people on a continuous basis such as is the case of some of the other services involved in these proceedings."

NAB has received comments from 207 broadcasters, Mr. McNaughten said, who reported their use of remote pickup facilities has been held in abeyance because of the uncertainty of allocations. However, for the year ending June 30, FCC reported 583 authorizations outstanding for remote facilities, he explained. He added that 169 licensees, representing 286 stations, during the past year reported they used their remote equipment 5,040 times for a total of 7,958 hours. Total investment of this group in remote equipment is $429,300 and does not include investments of networks or network-owned outlets which would double the figure.

Mr. McNaughten also urged that 12 channels in 152-162 mc band be provided on an interim basis for television remote audio channels, until microwave relays which will carry both visual and aural signals are available.

152-162 mc Band Needed

William S. Duttera, staff allocations engineer for NBC, also appearing for a second time, protested deletion of the 152-162 mc band remote facilities. He pointed out commercial equipment has been developed and put in use for this band on strength of earlier FCC policy and therefore, if deletion proposal is adopted, FCC should permit operation for amortization of equipment over five-year period.

Concurring protest also was made by William Fingerle, assistant chief engineer for Link Radio Corp., who said:

It seems unfair, after forcing this service to move from its previous assignments in the 30-40 mc band during the past three years and encouraging the development and purchase of equipment for the 152-162 mc band, that the Commission should now invalidate the efforts and expense of manufacturers and users in making this shift. The prospects of such rapid reversals in policy cannot help but discourage development programs on newly assigned bands for fear of another change in a few years.

James H. Neu, CBS counsel, attested the practicablity of the 152-162 mc band channels for remote program pickup and pointed out that immediate displacement of this service would render present equipment and past development useless. He estimated an "extended period of time"—up to five years —would be required to develop 450-460 mc band channels to the stage where they would be effectively useful as replacements.

Challenged by Chairman Wayne Coy on this time lag, Mr. Neu said his figure was an estimate and the job could possibly be done in less time. He urged the 152-162 mc facilities be allowed at least on a shared basis and if this were contrary to FCC's intent, to eliminate the band through a long evolutionary process to allow adequate "upstairs" development. He also defended remote programming, although intermittent, as constituting coverage "predominantly of a public service classification."

His argument was supported substantially by Vernon L. Wilkinson, attorney for ABC, and R. Russel Eagan, attorney for MBS, WSM Nashville, WJR Detroit, WGAR Cleveland and WEBR Buffalo. Similar stand was taken by WPIC Sharon, Pa., whose statement was entered in the record as read.

W. Barrett McDonnell, counsel for Rural Radio Network, entered the statement of Donald K. de Neuf, RRN chief engineer, explaining the network system and the need for continued use of intercommunication control link on 153.59 mc to keep the network's six FM outlets functioning. Lack of phone facilities in various station areas and inadequacy of such method of control was stressed.

American Newspaper Publishers Assn. and related groups presented extensive argument for some provision of press radio relay facilities. William K. Van Allen, attorney for ANPA, scanned developments in use of press radio and said the service, because of the public's "vital interest in receiving news at the earliest possible moment," should be ranked next after public safety users and ahead of "those purely commercial or industrial users."

Radio Also Gathers News

Chairman Coy interjected: "You would have us believe that the only gatherers of news are the newspapers of the country. Thousands of radio stations . . . have news staffs which gather news that is often picked up by news services and made available to newspapers." Through questioning by Comr. Frieda B. Hennock it was shown that only 5 of 80 ANPA member papers hold authorizations, but Mr. Van Allen said he expected demand to snowball now that the service has been proven.

C. M. Jansky Jr., Washington consulting engineer, appearing for newly formed Assn. of Federal Communications Consulting Engineers, related use of low power radiotelephone circuits for field work such as adjusting directional antennas and asked opportunity to discuss details of such use with FCC.

Another Broadcasting Service For Ashland, Ky., And Tri-State Listeners

Now . . .

WCMI-FM

- **A "bonus" coverage for advertisers.**
- **Complete duplication of the WCMI AM schedule on FM—from sign-on to sign-off.**
- **For data—ask a John E. Pearson representative—or write Charles C. Warren, Manager.**

"CBS FOR THE TRI-STATE"

WCMI-FM

93.7 Megacycles

ASHLAND, KY. HUNTINGTON, W. VA.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J. P. McKINNEY & SON

Newbern Smith Named Radio Propagation Chief

DR. NEWBERN SMITH has been named chief of the Central Radio Propagation Laboratory, National Bureau of Standards, heading the world-wide network of radio propagation observatories and development of radio measurement standards. He succeeds Dr. J. Howard Dellinger, who retired last May.

During the war Dr. Smith was technical head of the Interservice Radio Propagation Laboratory set up by the Joint Chiefs of Staff, collecting, analyzing and disseminating propagation data for coordination of global radio activities. He joined the bureau in 1935 as a physicist and was named assistant chief when the laboratory was formed in 1946. He received degrees in electrical engineering and a doctorate in physics at the U. of Pennsylvania, where he later became an instructor.

Seek School FM

NEW LOW-POWER educational FM station is requested by Ithaca College, Ithaca, N. Y., in application filed at FCC. Proposed outlet would operate three or four hours each evening with power of 10 w on Channel 219 (91.7 mc) and could be heard within a radius of about five miles. Educational and cultural programs would be stressed. Station is to be under direction of Prof. John Groller, who has been in radio 12 years, as part of the college's expanding radio training program. School presently has 55 students majoring in radio, with total of 70 students participating.

Wallace Time Sale

THE PROGRESSIVE Party is sponsoring a series of talks by Henry A. Wallace, NBC, Mondays, 10:30-10:45 p.m. Talks will continue through Oct. 25th. No agency is involved, as time was purchased direct.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

Free Ride for Demos

PRESIDENT TRUMAN thought the Democrats were paying for radio time at a breakfast tendered him in Cincinnati last Monday. As the crowd applauded him he said: "I would of course like to have it [the applause] continued, but you know this radio time is paid for, and we want the full benefit from our investment." The President later learned that the broadcast was carried free by four Cincinnati stations WLW WSAI WCPO and WKRC after one of the stations, WKRC, which had tried unsuccessfully to sell time to labor groups, decided the Democrats should have a free ride. The other stations followed suit.

ILGWU IS SPONSORING THURSDAY NIGHT SHOW

THE CAMPAIGN COMMITTEE of ILGWU (AFL), not to be outdone by the disc jockey show sponsored by The Woman's Division, Democratic National Committee (see story page 24), is sponsoring a series of Thursday evening programs on ABC full network, 10-10:15 p.m. *Truman and Labor* is featuring such screen stars as Humphrey Bogart, Ronald Reagan, Alexis Smith and Talullah Bankhead, in company with straight political speakers.

Opening program, Oct. 7, featured Maurice Tobin, Secretary of Labor, while Mayor Hubert H. Humphrey of Minneapolis, candidate for Minnesota senatorship, spoke Oct. 14. On succeeding Thursdays President Truman and Sen. Alben W. Barkley (D-Ky.) will be heard, with Miss Bankhead introducing the President on his Oct. 21 broadcast.

Music for the series is by Jack Lawrence. Morris Novik, radio consultant for ILGWU, is supervising the presentations, and the agency is Furman and Feiner, New York.

Gillette Sponsors TV-AM CBS New Year's Games

GILLETTE Safety Razor Co., Boston, will sponsor both radio and television coverage of the Rose Bowl and radio coverage of the Orange Bowl football classics on New Year's Day over CBS and CBS-TV, it was reported reliably last week. The overall billing is said to be close to $200,000. Maxon Inc., Detroit, is the Gillette agency.

The deal includes only AM rights to the Orange Bowl game at Miami. This event is not being televised owing to the absence of facilities. In all, Gillette's buy represents about six hours of network air time.

A lot of speaker in a little space

Western Electric

755A

TRY listening to the 755A *first* . . . *then* look at its size! You'll be amazed that so much *performance* can be packed into so little *space.*

Covering the frequency range from 70 to 13,000 cycles, the 755A gives brilliant tonal quality, faithful reproduction. Its 8-watt continuous capacity is ample for the general run of applications. And you get all this in a speaker only 8⅜" in diameter—only 4¾ pounds in weight!

Use the 755A for control room monitoring, studio cue and talkback, audition rooms, visitors' lounges, studio viewing rooms, executive offices.

You can get 755A's from stock in quantity. Call your nearest Graybar Representative—or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A. —Graybar Electric Company. IN CANADA AND NEWFOUNDLAND —Northern Electric Company, Ltd.

TV Brings Art Problem

EDITOR, BROADCASTING:

Agency art departments are having to devote far too much time to trying to interpret and chart the various requirements of TV stations in Eastern cities. In some, 2 x 2 slides are required, others want 3¼ x 4 slides. Some use the term "slide" to mean transparencies, whereas others use "slide" also to mean an opaque print or drawing mounted on card for reflected projection. Some station art directors refer to "dull" and "glossy," some use the more specific terms, "matte" and "semi-matte."

I am sure I speak for many when I say that your magazine would be doing a great favor if it (1) surveyed the situation and either reported it in such form that it could be mounted on the boards of all art departments, or (2) if the situation is too bad, take the lead in making strong recommendations for standardizations throughout, always allowing for progress, of course.

Leonard C. Rennie,
Robert J. Enders Adv.
Washington, D. C.

[Editor's Note: We'll look into it. Obviously uniformity should be introduced in TV as it has in all other aspects of radio.]

* * * *

Wonderful Loss

EDITOR, BROADCASTING:

Here is one man's reaction to the television presentations at Sun Valley (NBC-Affiliates Convention Sept. 22-25).

Harold Wheelahan
Manager
WSMB New Orleans

How's your TV station doing, B. J.?

Wonderful! Last week we only lost $5,000.

* * *

Ad Claims Hit

EDITOR, BROADCASTING:

Isn't it about time to call to the attention of the radio and television men the gross errors being set forth in a lot of television set ads these days?

Using RMA and FCC standards of aspect ratio three high and four wide the following table is the MAXIMUM picture area possible on any tube shown, regardless of how the manufacturer may round off the corners of the picture aperture.

Tube diameter	Maximum possible area
3 Inch	4.3 Square Inches
7 "	23.2 " "
10 "	48.0 " "
12 "	69.0 " "
15 "	108.0 " "
16 "	123.0 " "

I have seen as high as 27 square inches claimed for a 7-inch tube and 55 square inches for a 10-inch tube. There have been claims as high as 76 square inches for a 12-inch tube at times. That means an error, in some instances, of as high as 16½%. One set with a 15-inch tube even claimed an area of 132 square inches and that is better than 22% error. Such exaggerated claims are eventually going to land the manufacturers, or retailers, behind the eightball, both with the FTC and the National Better Business Bureau. That sort of thing gives the entire industry a black eye with the public. . . . It concerns all broadcasters to some degree, so let's get busy.

Hilton Remley
Transmitter Engineer
WGN Chicago

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Giving Radio Away

EDITOR, BROADCASTING:

May I urge your continuing war against giveaway programs. I am sure that there are hundreds of examples—here is mine: A manufacturer from Tennessee, who visited my home here this summer, proudly told me that he purchased 2,000 stations at a manufacturing cost to him of $10,000 per year for the items given away by radio stations and networks. An analysis of the three CBS stations in South Carolina and WBT in Charlotte indicated that to buy 6 announcements a week for 52 weeks would have cost this man approximately $12,000. In other words, the radio industry is giving itself away for 20% less to buy 2,000 stations, than four fairly representative stations in South and North Carolina can be bought for money. If this is good business, then you show me some other major industry that is quite as big suckers as we are in radio.

John M. Rivers
Owner
WCSC Charleston, S. C.

Premature Promotion?

EDITOR, BROADCASTING:

. . . The accuracy of BROADCASTING magazine is especially valued as it serves as a beacon to warn one against the constant rumor and alleged happenings that are published in so many other places.

I would like to see an all-out campaign directed at warning the radio industry of the danger it is bringing on itself by too fulsome promotion and too-soon promotion of the television medium. While there is no doubt that television will be a prime medium for the dissemination of advertising, it will be years before television can deliver the number of "viewers" per dollar that radio does now—and on which the success of radio is based, i.e. "low-cost-per inquiry."

Of course, your magazine must do all it can to push every branch of the radio industry, and it does a good job of it, but radio broadcasting still is—and will be, for a long time—the one prime method of reaching the mass audience of America.

Ford Bond
Ford Bond Radio Prod.
New York

Short [CLOSED] Circuit

EDITOR, BROADCASTING:

I enjoyed reading the article with regard to tube blowing in the WCBS television camera at the time of Gypsy Rose Lee's act.

I happen to have a copy of your July 19th issue on the shelf in my office and a visitor happened to be thumbing through it and noticed the cartoon on page 25. How in the world do you masterminds these things so far in advance?

A. E. Joscelyn
Director KNX Operations
CBS Hollywood.

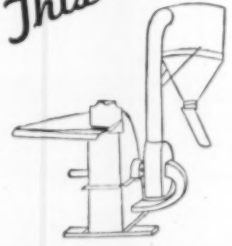
"But there must be something in the fair practices section to cover her."

Studio A Goes TV

WORK is underway in Chicago to transfer NBC's largest audience studio, Studio A at the Merchandise Mart, into a television theatre for presentation of WNBQ (TV) video programs. Network's key Midwest TV station is scheduled to take the air at year's end. NBC has leased an additional 20,000 square feet on the first and second floors.

KFMB
(AND KFMB-FM)
sells
SAN DIEGO
WHAT AN EARFUL!
—NOW—
1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

This is A HAMMERMILL



Turning at several hundred revolutions per minute the hammermill grinds all types of feeds for use on the farm. Obviously a valuable machine, the hammermill is indispensable to the high plains farmer . . . just as K-TRIPLE-X is indispensable in selling to the big business farmer of the rich, High Plains region of Kansas, Nebraska, and Colorado.

KXXX Your High Plains Station
Colby, Kansas
5000 Watts on 790 kc
Represented Nationally By RURAL RADIO CO.

TV VS. MOVIES

'Town Meeting' Discusses

SECOND SIMULCAST of *Town Meeting of the Air*, ABC's cooperative, sponsored in New York by Modern Industrial Bank, tackled the problem "How Will Television Affect the Motion Pictures?" on Tuesday, Oct. 12. Speakers were Mark Woods, ABC president; Rouben Mamoulian, stage and motion picture director; Walter Abel, actor and chairman of the television committee, Screen Actors Guild; Paul Raibourn, vice president in charge of planning, Paramount Pictures Inc., and president and director, Television Productions Inc., and James H. Carmine, executive vice president, Philco Corp.

"Cooperation" was the watchword of the discussion with most participants agreeing that both television and movies were here to stay.

"Since television has all that radio has and more," said Mr. Mamoulian, "it will hurt radio vitally, but will not affect motion pictures adversely. Rather video will depend on movies for material."

Because of man's gregarious nature movies will live, according to Mr. Mamoulian. Television bringing movies into the living room won't keep people home any more than modern kitchens keep them out of restaurants, he said.

"All revolutions threaten the old and offer opportunity to the new," warned Mr. Abel, only skeptic among the group. He pointed out that eventually television will show one print of film to 40-million people at once, whereas it takes three years and 25,000 box offices to show 25-million people one motion picture. A hit play, showing to 1,600 people a night, runs three years to a healthy box office. Television, according to the actor, threatens employment of talent.

GAVEL is presented by Mark Woods (second from r), ABC president, to George V. Denny Jr., president of Town Hall and moderator of "America's Town Meeting," at the ABC Eastern television network premiere of the audience participation forum. Also taking part in the salute, which was telecast over WJZ-TV New York preceding the simultaneous AM-TV presentation, are: Murray Grabhorn (l), vice president of ABC in charge of owned and operated stations, and Jacob Leichtman, president of Modern Industrial Bank, sponsor of the show on WJZ and WJZ-TV.

Mr. Abel disclosed that to minimize this threat, the Screen Actors Guild and AFRA will deal with new producers to regulate new conditions, with all actors sharing in its rules and regulations.

Paramount's Paul Raibourn said that television films at home would prove an inducement for making people want to see motion pictures. "In fact," he pointed out, "one wonders sometimes if it wasn't just devised for that purpose." Pictures on the motion picture screen are larger, and more detailed, bringing balcony-sitters to within 40 feet of a ringside in the case of a sporting event, he said.

James Carmine, who predicted a possible 6-million television receivers by 1950, remarked that the salvation of motion pictures in the television era would come through the need for three or four times as many Hollywood-produced films, especially for the new medium. "Television," he concluded, "presents not a threat, but a challenge to the motion picture industry."

In a warning to the motion picture industry that "television cannot afford the $50,000 actor, the $100,000 writer and $250,000 director," Mr. Woods declared that the broadcasting business, including ABC, is ready to meet the challenge of producing films especially for television at moderate cost through the "development of lower priced talent."

CLIFFORD DURR OPENS CAPITAL LAW OFFICE

CLIFFORD J. DURR, former FCC member, last week announced the opening of Washington offices for the general practice of law, including radio law [CLOSED CIRCUIT, Sept. 27]. The offices are located in the Commonwealth Building, 1625 K Street, N.W.

Mr. Durr, outspoken left-wing Democratic member of the Commission from 1941 until the expiration of his term last June 30, was formerly with the legal division of the Reconstruction Finance Corp. and had had extensive experience in the private practice of corporate law prior to that. At FCC, he was one of the guiding spirits behind the famed Blue Book. He often challenged what he regarded as excessively high prices in station sales. One of the most ardent boosters of FM, he also took a dominant interest in educational broadcasting.

AMERICA'S VISITING FARMERS

WOW-Sponsored European Tour to Enable Farmers To Observe Agricultural Conditions

A FARMERS' tour of Europe, designed to give 25 Midwest farmers a chance to view, first-hand, agricultural conditions in eight countries, will be sponsored by WOW Omaha's farm service department.

The tour, under the personal direction of Mal Hansen, WOW farm director, will cover France, England, Denmark, Holland, Belgium, Luxemburg, Switzerland and Italy. The party will leave New York Nov. 16 and return a month later.

Members of the entourage will study the Marshall Plan in action, visit agricultural colleges and experimental stations and observe European farm production and prices.

The visitors will submit reports to Midwest farm groups when they return.

First stops are scheduled in Paris and London, with two days in each capital. Then the visitors will spend several days with English farmers.

Schedule calls for stops in Esjberg, Denmark, Nov. 24; Amsterdam and Holland farms, Nov. 28; Switzerland, Dec. 3; Italy, Dec. 5. The itinerary also includes visits along the French Riviera, with the group returning to Paris Dec. 15. They will sail for the U. S. the following day.

Farmers are encouraged to "see the Marshall Plan in action and decide for yourselves how European needs and production will affect your own production and the prices you receive during the next decade."

Cost of the entire trip will be $1,600, which includes all expenses, farmers are advised.

TV-FM Timetable

(*Continued from page 22*)

height—validity of the 2-10 mile rule for estimating the apparent height of the transmitting antenna.

(f) Validity of the method presently prescribed in the Commission's Standards for equalizing coverage obtained by transmitters of varying antenna heights and power.

(3) Antennas—

(a) Practical limitations on vertical and horizontal directivity of transmitting antennas.

(b) Methods for establishing and maintaining the performance of directional antennas.

(c) The engineering basis for utilizing horizontal directivity in allocation problems.

(E) The second conference to be held on or about December 1, 1948, will consider the following items with respect to VHF television broadcasting:

(1) Tropospheric effects:

(a) Specification of grade or grades of service resulting from variations in the intensities of desired and undesired fields.

(b) Discussions of the effects of the specification of various grades of service on particular channel allocation plans.

(c) The development of standard tropospheric curves for various frequencies and antenna heights, calculated in accordance with methods approved at the propagation conference.

(2) Examination of current standards for the prediction of service areas to determine whether any modifications are dictated by the terrain effects considered in the propagation conference.

(3) Reexamination of cochannel and adjacent channel ratios at the receiver terminals in the light of more recent information; and a determination whether a terrain factor should be included in the field intensity ratios.

(4) Reexamination of the contours specified for protection and for recognized service levels at various frequencies.

(5) Reexamination of assumptions as to typical receiving antenna heights for urban and rural areas and of methods of proving station performance by measurement of received fields at such heights.

(6) Examination of the effects of horizontal increases in power upon protected contours in the channel allocation plans.

(7) Examination of the effects of differential increases in power on the protected contours and on the allocation plans.

(8) Examination of the effects of directional antennas on allocation plans.

(F) The third conference to be held on or about December 2, 1948, will consider the following items with respect to FM broadcasting:

(1) Tropospheric effects:

(a) Specification of grade or grades of service resulting from variations in the intensities of desired and undesired fields.

(b) Study of the areas provided with various grades of service under the present channel assignments and under the tentative allocation plan.

(c) The development of standard tropospheric curves for various antenna heights, calculated in accordance with methods approved at the propagation conference.

(2) Examination of current standards for the prediction of service areas to determine whether any modifications are dictated by the terrain effects considered in the propagation conference.

(3) Reexamination of assumptions as to typical receiving antenna heights for urban and rural areas and of methods of proving station performance by measurement of received fields at such heights.

V. Authority to issue amendments of the Commission's Rules, Regulations and Standards with respect to the matters to be discussed at the conferences listed above is vested in the Commission by Sections 301, 303(b), (c), (d), (f), (h) and (r), and 4(i) of the Communications Act of 1934, as amended.

VI. In accordance with the provisions of Section 1.764 of the Commission's Rules and Regulations, an original and 14 copies of all written data, views, or arguments filed shall be furnished the Commission.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slowie
Secretary

Adopted: October 14, 1948
Released: October 15, 1948

OHIO'S BROADCASTERS TO HOLD SALES CLINIC

OHIO Assn. of Broadcasters will hold its fall meeting and sales clinic Nov. 4 and 5 at the Deshler-Wallick Hotel, Columbus, Fred C. Bock, WADC Akron, association secretary-treasurer, announced last Thursday.

Speakers already engaged, and their topics, are: Edward R. Borroff of Taylor-Borroff, station representative, "The Economics of Radio Advertising"; Kenneth Baker, NAB, "Radio Advertising Research"; Robert Foreman, BBDO vice president, who will tell how to get better results from radio advertising. Several panel discussions are also planned.

Independent TV Producer Group Retains J. L. Fly

THE INDEPENDENT Television Producers Assn. has retained James Lawrence Fly, former FCC chairman and radio attorney, as its legal counsel.

The new organization, formed to protect the interests of independent producers in their dealing with networks and advertising agencies, will have its next meeting Wednesday (Oct. 20) at New York's Savoy-Plaza. The gathering will be addressed by Mr. Fly, and the steering committtee will report on progress with new members, code of practices, proposed constitution, and other matters.

ABC's Hinckley, Saudek Back; Bring German Data

ROBERT H. HINCKLEY and Robert Saudek, both ABC vice presidents, returned last week from a month's trip to Germany where they collected material for preparation of a future documentary broadcast on the Berlin crisis and the German peace settlement.

Mr. Hinckley, who is in charge of ABC's Washington office, and Mr. Saudek, who is the network's director of public affairs, interviewed the highest-ranking American and other government representatives in Germany as well as leading Germans.

WBAL-TV's Schedule Stepped Up to 60 Hours

WBAL-TV Baltimore has stepped up its programming schedule to more than 60 hours a week, the station announced last week. An afternoon schedule starting at 12 noon was added Oct. 11. It consists of live broadcasts, news and transcribed programs.

TV receiver sales in Baltimore held up surprisingly well during the summer months, according to WBAL officials. In July the total was 2,700 and in August approximately the same, while in September the figure climbed to 3,400, WBAL reported.

ELEPHANT-SIZE television studio was the scene for this WBAP-TV Dallas-Fort Worth telecast which brought the "biggest show on earth" into viewers' living rooms. Video version of Ringling Bros. and Barnum & Bailey Circus was made possible by a special "video lane" leading into the main studio of WBAP-TV, conceived by Harold Hough, station director.

Kaiser-Frazer Buys Two Weekly ½ Hours on MBS

KAISER-FRAZER Corp., Detroit (automobiles), has contracted for two weekly half-hours on the full Mutual network in a fall-winter campaign. Emphasis will be on the local dealer, and cut-in announcements will permit the use of the dealer or distributor name on the air. William H. Weintraub & Co., New York, is servicing the programs for the motor company.

The K-F programs are a variety and a dramatic show. The former, starting Oct. 23, will feature Guy Lombardo and his orchestra, with a guest comedian each week, and will be broadcast Saturdays, 9:30-10 p.m. The dramatic series, to be broadcast Thurdays, 10-10:30 p.m., starting Oct. 28, will be *Adventures of the Thin Man.*

Donovan Goes to Athens On Polk Case Follow-Up

GEN. WILLIAM DONOVAN left New York by plane for Athens on Oct. 9 to follow up an announcement from the Greek capital that the government had virtually finished its investigation of the murder last May of George Polk, chief CBS correspondent in the Middle East.

At weekend it was reported that a solution to the five-month old case was imminent.

No comment on this was available from the State Department.

Gen. Donovan is representing a committee formed some months ago by U. S. newsmen to conduct an independent investigation. According to Davidson Taylor, CBS vice president and director of public affairs, the network has ordered Winston Burdett, its Rome correspondent, to meet Gen. Donovan in Rome and lend his assistance.

WOR PROMOTION
Large Scale Campaign Run For World Series

EVERYTHING from suites to sweeties was used in the large-scale WOR New York promotion of the MBS key outlet station's 1948 World Series broadcasts, sponsored by the Gillette Safety Razor Co.

Opening the all-out campaign, "The Babe Ruth Symphonic Suite," by Sylvan Levin, WOR's music director, was presented Sunday, Oct. 3, with music and narration highlighting Mr. Ruth's career.

At Series time, WOR sent to radio editors a "baseball kit" containing scorecard, pencil, crying towel, sandwich, soft drink, can of ale, cigarettes and peanuts.

A limerick contest with a television set as prize was promoted on most WOR programs, and by a tie-in with A. G. Spalding, New York sporting goods store. Winning limerick will contain the Series outstanding star.

Three models wearing blazers and baseball caps and carrying portable radios tuned to WOR circulated busy areas of the city, offering game scores to pedestrians.

A full page ad in *The New York Herald Tribune,* more than 3,000 paper score cards distributed to air and rail passengers and recorded announcements by Al Schacht, former pitcher and "Clown Prince of Baseball" helped step up the promotion.

This is the tenth year that WOR and MBS have carried the World Series on an exclusive basis. This year's games were described by Mel Allen and Jim Britt.

HARVEY OLSON, program manager at WDRC Hartford, Conn., has been named member of campaign committee of Instrumental Music Foundation, Inc., of Hartford, which is seeking musical instruments for school children.

WOIC CORNERSTON LAID BY WAYNE CO

WAYNE COY, FCC chairman, la Friday laid the cornerstone of t transmitter building of WO (TV) Bamberger Broadcasti Corp.'s Washington television st tion.

Mr. Coy was assisted in the cer monies by Maj. Gen. U. S. Gra III, chairman of the National Cap tal Park and Planning Commi sion; George Kindley, president the Sales Executives Club of Was ington; Theodore C. Streiber president of Bamberger; Eugene Thomas, general manager WOIC; J. R. Poppele, vice pres dent of Bamberger, and District Columbia officials.

Inside the cornerstone was place a sealed copper box containin what was described as the smalle television tube ever manufacture a cathode ray tube with a thre inch screen made by Allen B. Du Mont Labs; a scroll statin WOIC's aims, and copies of cu rent issues of BROADCASTING an other radio and television public tions.

WOIC will be a member of CBS television network as well a Washington key of Mutual. Wit Bamberger's WOR-TV New Yor also under construction, it wi form the nucleus of Mutual's Eas ern regional network. It is slate to begin operations in January, Channel 9.

Before the cornerstone cer monies, Treasury Secretary Joh W. Snyder and other civic and na tional leaders welcomed WOIC t the capital during a luncheon Mayflower Hotel.

Faught Launches Divisio On Community Relation

FORMATION of a new divisi specializing in "community rel tions service" was announced la week by Dr. Millard C. Faugh head of the Faught Co., New Yor and partner in the public relatio firm of Young & Faught. Offic are at 342 Madison Ave., Ne York.

Clients already signed by th new division include a bank, utility company, an unnamed rad station, a business association, tw communities, and several industri firms, a prospectus mailed la week said.

New Name for Agency

BRISACHER, Van Norden Staff, New York, has changed i name to Brisacher, Wheeler Staff. New officers are Em Brisacher, president; Franklin Wheeler, executive vice president Robert Brisacher, secretary an treasurer. A. M. Donnan an Walton Purdom have been elect vice presidents. Robert T. V Norden, vice president, will tran fer to San Francisco as head business development activitie The agency has offices in Ne York, Seattle, Los Angeles an San Francisco.

Programs

NINE-MONTH series of hour-long "Ford Theatre" dramatic productions will be televised by WBKB Chicago, once monthly beginning Oct. 24, at 6:30 p.m. CST. Programs will parallel the standard broadcasting "Ford Theatre" production, and will be shown in Chicago area via Paramount Pictures. Series is produced at CBS New York, and stars Broadway and Hollywood actors. Agency is Kenyon & Eckhardt, New York.

Two Way Exchange

SPECIAL two way exchange of greetings between Barnstable, England, and Barnstable, Mass., was engineered for Lever Bros. by WCOP Boston, Oct. 1. The 45 minute trans-Atlantic conversation was arranged as gesture of friendship by Cecil W. Rodd, chairman of T. Wall & Sons Ltd., visiting English businessman, whose company is associated with Lever Bros., and climaxed a company convention in England. Highlight of private broadcast was conversation exchanged by two aged women residents, one a 90-year-old Cape Codder and the other a 92-year-old Englishwoman.

British Film

BRITISH picture was premiered in Philadelphia — via television — when WCAU-TV Philadelphia showed "The Courageous Mr. Penn" Oct. 3 as part of station's salute to Pennsylvania Week. Film, featuring Deborah Kerr and Clifford Evans, depicts life and history of William Penn, founder of Pennsylvania.

Industry Salute

NEW twist in commercials has been established by Irwin-Union Trust Co. of Columbus, Ind., sponsor of "12 Noon Newscast" on WCSI-FM Columbus. Instead of routine banking commercials, sponsor is devoting the commercial period of newscast to saluting one of Columbus' 92 industries. Harold Arthurs, WCSI news editor, gives a complete background on growth of each industry.

New Name

NEW name is being given to "Shopping by Radio" program on WDRC Hartford, Conn. From now on show will be called, "This is Hartford," and will feature local news and features.

Favorite Song

FAVORITE songs of Rochester, N. Y., women are featured on WVET Rochester "radio-telephone" show. Announcer Bob Trabor makes random calls to women in Rochester area, seeking name of their favorite songs. No irrelevant questions are asked—no prizes are offered. Following morning Bob's show, "Just for You," features songs selected from calls, names and addresses of selectors, and in most cases interesting stories behind the various women's choice.

Health Programs

HEALTH broadcasts prepared by American Medical Assn. are new features of WBIK-FM Chicago. Heard seven days weekly from 7-7:15 p.m. (CST), program airs professional medical advice on causes and cures for everday worries on Monday show, "Why Do You Worry?"; the Marine Band on Tuesdays; "Here's to Veterans", Wednesdays; the Navy Band on Thursdays; Fridays the Marine group again; "Voice of the Army", Saturdays; and "Guest Star," a Treasury Dept. show on Sundays.

Education

TWO hours daily of news, health, nature, music, literature and science programs for the Chicago Board of Education will be aired by WFMF (FM) Chicago. Show is directed at city's school children, and is heard Monday through Friday from 1 to 3 p.m. CST. WFMF will continue this schedule until Board of Education outlet, WBEZ, construction is completed.

From Honolulu

"DR. I.Q." (Mondays, 8:30 p.m. CST NBC, Mars Inc.) opened six-week engagement in Honolulu last week Monday, originating broadcast for first time from outside U. S. Grant Advertising, Chicago, is agency.

DENTISTRY ON VIDEO

KSTP-TV Will Telecast Two Operations for Dentists

TWO DENTAL operations will be televised Dec. 1 by KSTP-TV Minneapolis-St. Paul for the benefit of dentists attending the Minneapolis District Dental Society's annual clinic. In the first a patient will receive a new set of upper teeth, and in the second a tooth will be cut to size to take a plastic or porcelain jacket crown.

Watching the operations on a battery of television screens in the ballroom of Minneapolis' Nicollet Hotel will be some 500 dentists. Operations will take place at Fairview Hospital, Minneapolis, and a microwave relay will beam them from the hospital roof to a receiving antenna on the roof of the Nicollet.

The ordinary home television receiver will be unable to pick up the telecast, KSTP-TV engineers have assured several members of the dental society who felt the public would not appreciate the sight of a gaping mouth full of dentist tools.

New Periodical Designed As Ad Trade Press Index

A MONTHLY periodical to provide the advertising profession with an index of books and periodicals dealing with techniques of advertising, distribution and sales management is being planned.

Titled *The Advertisers Index*, it will appear early in February 1949 with an issue covering books and articles published during the preceeding month. The publication will classify by subject all major articles appearing in *Advertising Age*, *Advertising & Selling*, BROADCASTING, *Editor & Publisher*, *Industrial Marketing*, *Journal of Marketing*, *Printers' Ink*, *Sales Management*, *Southern Advertising*, *Television*, *Tide* and *Western Advertising*. The publication is designed to enable the profession to screen articles in the advertising trade press and furnish a permanent guide to these articles. Offices of the publication are at 505 Fifth Ave., New York 17, N. Y.

New TV Producing Company Formed

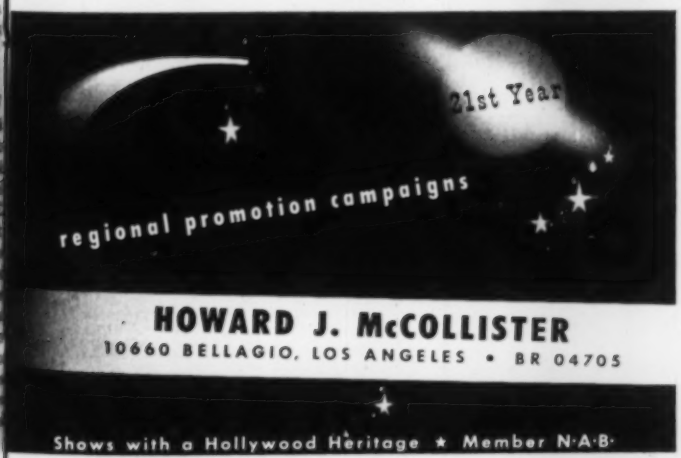
FORMATION of a new television company, Telespots Inc., New York, was announced last week by Ralph Cohn, president of the firm. Activities will cover production, distribution and sales of live and film presentations. Package commercial announcements, however, will represent the bulk of the company's production schedule, Mr. Cohn said.

Jules Bricken, formerly with David O. Selznick, William LeBaron and others, will handle production, sales and distribution. Others associated with the firm are: Lewis Redi, former WOR New York program manager; David Elman, creator of *Hobby Lobby*; Sam Dembow Jr., United Artists board of directors member and former executive vice president of Paramount Pictures; Arthur L. Mayer, former owner of New York's Rialto Theatre; Robert Gruen, industrial and theatrical designer; Allan Robbins of National Screen Service; and Samuel Spring, television and motion picture attorney.

Five 60-second films already have been produced by Telespots Inc. on the same basis as radio open-end transcriptions. Each utilizes the informative advertising format.

Spots already produced are *Better Living*, *Easy Does It*, *Nifty Thrifties*, *Telexercises*, and *Minute Menus*.

Telespots offices are at 18 East 48th St., New York. The firm produces on the West Coast through Samuel Goldwyn, Hal Roach and General Service Studios, Hollywood. New York production facilities are available through Fox and West Coast Sound Studios.


21st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

Technical

WM. H. CARMAN has been appointed supervising engineer of the Cornbelt Bcstg. Co., Storm Lake, Iowa. He is presently handling construction of KAYL (250 w day on 990 kc) in that city.

EDWIN CORDES has been named assistant chief engineer of WTMJ-FM and WTMJ-TV Milwaukee. Mr. Cordes, former FM and TV supervisor, will supervise all technical operations of the stations. NICK BRAUER has been appointed television studio supervisor and will direct activities of the technical staff in the video studios, projection room and control room.

HANK ECKHARD, technician of KSFO San Francisco, is the father of a girl.

GORDON W. TROUT, member of the technical staff of WIRE Indianapolis, has been promoted to position of assistant chief engineer.

GLENN IMLER, engineer at WIND Chicago, and Frances Knaus, have announced their marriage.

C. P. MATTHEWS, former control room operator of WMIS Natchez, Miss., and WBHF Cartersville, Ga., has joined engineering department of WSB Atlanta.

DANIEL JONES, general assistant with field crews at WCAU-TV Philadelphia, has been appointed a technician of station. FRED W. BETZ Jr., formerly with WPOR Portland, Me., has joined technical staff of WCAU-TV. Following also have joined technical staff of WCAU-TV: PATRICK L. LYNCH 3d; ROBERT C. FROEHLICH; ROBERT W. PATTERSON and GERALD H. CONKLIN.

LES OLIVER has been appointed chief engineer of CJKL Kirkland Lake, Ont. He was formerly transmitter engineer of CKGB Timmins, Ont. TOM DALY also has joined technical staff of CJKL.

Set Makers' Group To Meet Coy Soon

To Discuss Effects of TV Freeze On Manufacturing, Distribution

EARLY meeting of radio manufacturers with FCC Chairman Wayne Coy to discuss effects of the TV freeze on the manufacturing and distribution industries will be asked by Bond Geddes, executive vice president of Radio Mfrs. Assn.

Seven-man committee headed by RMA President, Max F. Balcom, Sylvania Electric Products, was named at the RMA fall conference in New York [BROADCASTING, Oct. 11].

Manufacturers are not overly disturbed about the freeze, it was indicated at the New York meeting, though they are anxious to know how long it will last and want information to guide production and developmental activity.

Actually, many of the TV equipment and set makers feel the freeze will give them a chance to catch up on their backlogs. As new stations take the air, they have been forced to spread their limited set output thinner and thinner. The freeze will slow up industry expansion for a while and enable factories to provide receivers as needed in areas having TV service.

Among some manufacturers is a belief that engineering testimony has dominated FCC TV hearings. They feel the views of those who make and sell transmitting and receiving equipment must be given full study before the FCC acts on its high-band TV problem.

Named to serve with Mr. Balcom on the committee were: Dr. W. R. G. Baker, General Electric Co.; H. C. Bonfig, Zenith Radio Corp.; Allen B. DuMont, Allen B. DuMont Labs.; Frank M. Folsom, RCA Victor; Paul V. Galvin, Motorola Inc.; L. F. Hardy, Philco Corp.

Mr. DuMont was welcomed to the RMA board as a new member at the New York conference, as was John W. Craig, Crosley Division. R. E. Laux, General Instrument Corp., was elected to complete the term of A. Blumenkrantz, of the same company.

NEW $11,000 TV mobile unit of WJBK-TV Detroit, equipped with RCA two-camera field chain, following WJBK-TV's Oct. 24 premiere, will be used in televising sports and special events. Remote broadcasts will be relayed to TV transmitter by microwave transmitter.

WIRC, 1-kw Daytimer, Due to Open in November

WIRC Hickory, N. C., new 1-kw daytime station on 630 kc, is expected to be on the air in mid-November, according to Edmond H. Smith Jr., licensee and general manager. Studios will be on the second floor of the Duke Power Bldg. Erection of the 300-foot tower is expected to begin soon on a nine-acre tract southeast of the city limits.

Elmer Troutman, former station manager and chief engineer of WMNC Morgantown, N. C., has been named chief engineeer of WIRC. A radio technician during World War II, Mr. Troutman was with WHKY Hickory prior to the war.

WLLH-FM Lowell, Mass. Starts on Channel 258

JUST one minute before the start of the first World Series broadcasts Oct. 6, WLLH-FM Lowell, Mass., took the air without fanfare on Channel 258, 99.5 mc, with 12.2 kw, to bring the sports events to listeners.

WLLH-FM, sister operation of WLLH Lowell, licensed to Merrimac Broadcasting Co., is a Class B station. Its Western Electric transmitter, with an eight bay WE cloverleaf antenna, has a 400-ft. tower, located on 371-foot Wood Hill, Andover.

Work Nearly Complete On Expansion of WSA

COMPLETE remodeling and expansion of studio and office facilities is almost completed at WSAP and WSAP-FM Portsmouth, Va., according to an announcement by Walter Huffington, general manager. Tests also are under way on FM equipment to boost power to 100 kw. Present power is 49 kw.

Mr. Huffington announces the new audio equipment has been installed, including a console, Presdual high frequency recorder, portable Brush tape recorder and new input equipment for studios and control room. Additional studio and office space has been added and air conditioning installed.

"DR. I.Q." (Mondays, 8:30 p.m. CST, NBC, Mars Inc.) opened six-week engagement in Honolulu Oct. 4, originating broadcasts for first time from outside U. S. Grant Advertising, Chicago, is agency.

Turntable

SOUTHERN TELEVISION PRODUCTIONS, Louisville, Ky., new package company, has moved into new studios at Television Center. Company plans to provide sponsors with traveling shows, films, and commercials for over 15 stations within 500-mile radius of Louisville. MARTIN C. FLYNN, associated with video development and production for past 12 years, is president of company. JERRY FREEDMAN, DICK TROXEL and GENE STARBECKER will handle staff production and directing assignments.

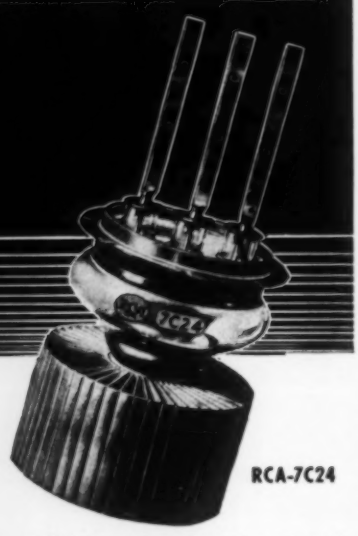
GROVE Labs., St. Louis, will sponsor "Songs of Good Cheer," Frederic W. Ziv production, over KARK Little Rock, Ark., and WNEW New York.

WM. OAKES has joined staff of All-Canada Radio Facilities, program division, at Calgary, replacing DON GROUT who has moved to company's Toronto office as traffic manager.

TOM HUBBARD, of Bishop & Assn. Los Angeles, has started weekly half-hour comedy program, "Tom Hubbard Show," on KLAC Hollywood. Show, running for 13 weeks, is sponsored by Columbia Trailers, Los Angeles.

G. W. BURROWS, former time buyer of McKim Adv. Ltd., Montreal, has joined All-Canada Radio Facilities, Montreal, as representative of program division.

RCA TUBES ...



the standard of comparison in FM

RCA-7C24

• The RCA 7C24 and 5592 "metal header" tubes . . . used in the latest RCA FM transmitters . . . are striking examples of RCA's leadership in modern tube development. In addition to increased ruggedness and operating economy, these tubes require no neutralization, give stable wide-band operation, and provide superior shielding of elements when used in grounded-grid circuits.

RCA has a complete line of modern, more efficient power tubes for FM transmitters. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section FP3 x, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

On All Accounts

(*Continued from page 10*)

er Bros.' Trans-American Broadasting Co. Three years later he ent with one of Trans-American's tations, WMCA New York, as Chiago representative, and the folowing year joined the Blue Network's Central Division sales taff.

The five years preceding his reurn to Tribune Tower last April were spent with CBS Radio Sales nd the Adam Young station repesentative firm in Chicago.

Mac has had a finger in a lot f MBS sales during his six months ith Mutual, but he is proudest of is part in signing Kyron (Conental Pharmaceutical Co.) for *Leave It to the Girls*. Devoted to M radio because he thinks "there's till a job to be done there," he ikes the informality of Midwest elling.

"You can drop in and see folks. ou don't have to make appointments," he says.

The Ward family—Arline 18, arbara 12 and Victoria 6—is fast rowing up. The other day Arline ent off to the U. of Colorado. ow Mac has an excuse to go huntng out that way in the near future.

Marshall, Mo., Will Get 500-w Daytimer, 1300 kc

NEW STANDARD station on 1300 c, 500 w daytime, has been granted by FCC to Missouri Valley Broadcasting Co., Marshall, Mo. Estimated cost of the new outlet s $14,600. Engineering conditions re attached to the authorization.

Missouri Valley is a partnership, omposed of Harold T. Fisher and is son, Carl T. Fisher. The father s employed as cashier at the Bank f Memphis, Memphis, Mo., and Carl T. Fisher is news editor and nnouncer at KIRX Kirksville, Mo., the application stated.

HARLESTON, S. C. Development oard, which is under the direction of rthur M. Fields, chief engineer t WCSC Charleston, has succeeded n bringing 63 new industries to that ity since the war's end. Board, which under supervision of a citizen of hat community, was formerly headed y John M. Rivers, owner and manger of WCSC.

EVER IN THE LEAD

WAIR stands ready always to back up its claim that more people listen to its programs than listen to any other station in or out of its market. Listeners in this area like the way we play up to their interests . . . and they respond easily to WAIR commercials.

WAIR

Winston - Salem, North Carolina

Representatives: Avery-Knodel

Enthusiasm Whetted

DON'T tell prospective sponsors to "go jump in the lake" —throw them in. That is the unorthodox advice offered by Leo Howard, sales manager and Arndell Garretson, salesman for WKY Oklahoma City, who unceremoniously tossed a prospective time-buyer to the fish and got their contract. Victim of the "refreshing" new sales technique was S. C. Orbach, Oklahoma City department store executive, who was on a recent business-pleasure fishing trip with the two salesmen. The technique was inadvertently developed when the trio returned from an unsuccessful day of fishing for bass and a contract. While tying up the boat Messrs. Orbach and Howard were thrown into the water. When he surfaced Mr. Orbach sputtered: "I would have signed anyway, fellows."

RCA TUBE REFERENCE BOOK BEING READIED

RCA's 1949 edition of its *Tube Reference and Calendar Notebook*, expanded to include television service data, will soon be channeled to RCA tube distributors for issuance to radio dealers, servicemen and technicians, the company announced last week.

Now on the presses, the 19th annual edition of the notebook has been completely revised and expanded to accommodate up-to-date information on tubes and batteries. Television data for the book was prepared by John Meagher, RCA Tube Department's television specialist. It includes information and charts on television channels and carrier frequencies, television-signal data, test-pattern analysis, and air-path distance of reflected signals.

Information on batteries features a chart listing each RCA battery by type, size, description, and voltage.

R. Kaltenborn Talks

ROLF KALTENBORN, Republican candidate for Congress from Florida's sixth district, has purchased 15 minutes per day, Monday through Friday on WSWN Belle Glade. The commentaries of Mr. Kaltenborn, son of Commentator H. V. Kaltenborn, are entitled *Rolf Kaltenborn Reports to the Sixth District*. The series will continue until the November general election.

GE Co., Technical Service Section, Receiver Division, will present its 31st two-day field course on television installation and service in Louisville, Ky., Oct. 19-21.

SATISFACTION IS THE KEY TO LINGO'S PROGRESS

"... our signal strength is quite amazing ..."

"... we are picked up constantly within a radius of 150-200 miles away. In Syracuse 50 miles away we sound like a local station ... we believe that this is a combination of the tower itself and the radiating system. ..."

—J. ERIC WILLIAMS
General Manager, Station WGAT
Utica, New York

LINGO
Vertical Tubular Steel
RADIATORS

For proven stability and peak efficiency "Look to Lingo" and get the advantage of these 5 "exclusives":

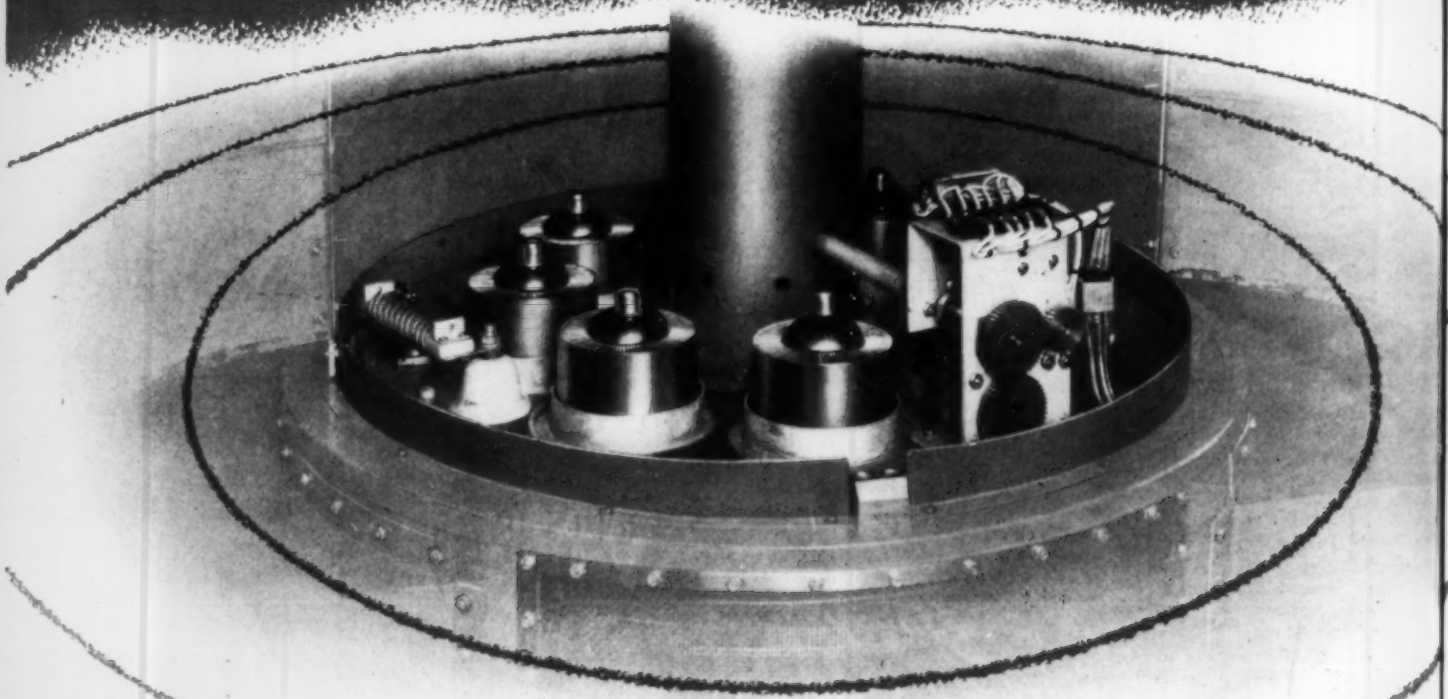
1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

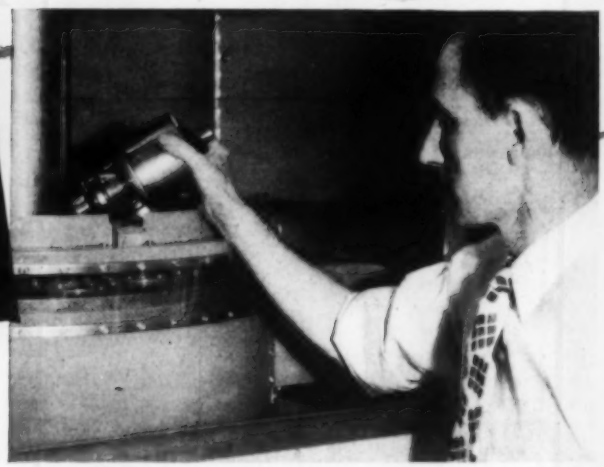
We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

Another Westinghouse



YOU CAN BE SURE..
IF IT'S
Westinghouse



TUBE COSTS SLASHED: Lightweight, air-cooled triodes are used exclusively in the "Symmetron" FM amplifier.

FIRST...

The 50 kw "SYMMETRON" FM AMPLIFIER

...an exclusive Westinghouse development that makes possible a revolutionary, SIMPLIFIED 50-kw FM transmitter

Employing a radically different approach to the problems of attaining high power at FM frequencies, Westinghouse engineers have produced a 50-kw amplifier with outstanding advantages and performance characteristics . . . the "Symmetron". Employing concentric ring construction, this startlingly different Westinghouse FM development makes possible new operating convenience and circuit flexibility.

Here are just a few of the outstanding features of the Westinghouse "Symmetron" FM amplifier:

1. Only one amplifier stage. The Westinghouse "Symmetron" amplifier couples directly from a 10-kw transmitter, used as a driver, to the antenna.

2. Only 3 tuning adjustments—cathode, plate, and output coupling. The eight tubes used in the "Symmetron" amplifier function as ONE tube, no individual adjustments are necessary.

3. **Concentric, symmetrical design.** Tubes are integral with their associated circuit elements. The unique circuit arrangement of the "Symmetron" amplifier eliminates all the extra mechanical and electrical components required in other designs.

4. **Air-cooled, plug-in, triode type tubes.** No messy, complicated water cooling system. Any tube can be removed easily without special tools.

These features, and many more, have been incorporated in a design which meets all of the high standards required of any Westinghouse broadcast transmitter. They are *your* answer to the problem of increasing FM power. For full details, call your local Westinghouse representative today. Or, write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02163

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

FIRST IN BROADCASTING

MUSIC . . .
SPORTS . . .
24 NEWS . . .
hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH
and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH
HOTEL
Jonas Weiland, *President*

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

Telestatus

(Continued from page 18)

identification Hooper reports for *Texaco Star Theatre* [on TV]. The August and September checks have given 95% correct identification. The radio version of *Star Theatre* gets 33%. Gulf's *We The People* usually gets above 80% on TV; 33% on the radio side.

At Young & Rubicam we have used the Hopkins Televote Machine to obtain profiles of audience reactions to television. The test audience is selected to be representative of the population. The *We The People* show which we produce for Gulf Oil Corp., was the first regularly sponsored show to appear simultaneously on both radio and television. So [we have] a radio profile and a television profile of the same show. In passing judgment remember that this was the first time *We The People* had been televised. . . .

By playing back the film recording of the show against these profiles we learn a lot of do's and don'ts for television programming. . . .

When we magnify the commercials alone we see the inevitable drop in audience interest. This was just as true for the television audience as for the radio audience. But the radio commercial dug a hole about twice as deep as the television commercial. With all the devices that suggest themselves for commercial techniques, we may even look forward to the day when the commercial will be a peak rather than a valley in the profile.

What About Budgets?

What will television do to advertising budgets? I do not believe that it will either be piled on top of existing budgets or act purely as a substitute for existing selling methods. It will do some of both. It offers a unique service in that it makes possible product demonstration in the home on a mass basis. It delivers the sales message with greater punch. But it will not completely replace any existing medium of communicating with the public. . . .

From the March Telerating [Hooper] report I have taken as an example one of the better than average nights for television because . . . it comes closer to demonstrating what we may expect as average in the near future. The time was 9-9:30 p.m. Wednesday, March 10. The 3-station TV line-up was Milton Berle, *Kraft Television Theatre* and basketball. The radio network opposition was *Abbott and Costello, The Borden Show, Duffy's Tavern* and Gabriel Heatter. Hooper found three quarters of this TV sample at home and either listening to the radio or viewing television or both. If we judge these homes by their actions we find that 3% are on the fence; 3% favor radio, and 94% favor television.

I have tried to bring together into a meaningful pattern some of the available data pertaining to television's commercial opportunities and possibilities. Along with these the industry must also assume the responsibilities of providing the public with high quality reception and programs. Improvement and growth in these departments will come only as the result of tough thinking and bold action. This means intensified experimentation and investigation —electronic, audience and program research. This is a never ending search—but one which must move at top speed from now on out.

P & G OFFICIAL GIVES HOLLYWOOD WARNING

UNLESS Hollywood film makers recognize that production of TV film marks a transition from distribution into manufacturing business, the city will lag as leader, Gil Ralston, Procter & Gamble radio-TV executive, told a television meeting sponsored by Screen Publicists Guild, Oct. 7. Mr. Ralston said many film men show total lack of understanding of advertisers' problems.

Pat Weaver, Young & Rubicam radio-TV vice president, said his agency's principal concern is meeting the TV problems of clients.

Other participants were: Frank Rhylick, TV director, Botsford, Constantine & Gardner, Los Angeles; Leon Benson, TV director, J. Walter Thompson Co., Los Angeles; Frank Woodruff, former radio-TV head of Lennen & Mitchell, Hollywood; Ted Steele, Benton & Bowles, Hollywood, radio-TV vice president.

WABD (TV) New York DuMont station, will employ full facilities of INS and INP to furnish DuMont viewers with spot news photos throughout the day. Contract is for daytime operation.

TV as Aid to Church

TELEVISION can be an aid to rather than a rival of the church, Dr. Boynton Merrill, pastor of the First Congregational Church, Columbus, Ohio, told his congregation as the church began its second year of broadcasting its one-hour Sunday morning services over WCOL and WCOL-FM Columbus last month. Dr. Merrill took issue with those who believe radio hurts church work by keeping people home on Sundays. He also cited radio's effectiveness in helping the church to reach the aged and the ill.

State Dept. to Survey World News Blind Spots

A REQUEST by the newly organized U. S. Advisory Commission on Information that the State Dept. survey "news blind spots" throughout the world has been accepted by the Dept.'s International Press and Publication Division. Objective is to determine if American news services can develop radio and newspaper clients in these "blind" areas. The project will be started in the near future according to Jack McDermott, head of the division.

The five-man Commission also began a study of the effect of security and Civil Service law restrictions on the problem of staffing the Dept.'s information operations — including the "Voice of America"—in view of the highly trained specialists required. The Commission is headed by Mark Ethridge, publisher of the Louisville *Courier-Journal*, and includes NAB President Justin Miller.

CBI Sydney, N. S., goes on air Nov. 1 with 1 kw on 1570 kc. Station, a member of CBC, is replacing CJCB Sydney which transferred to Dominion Network.

GATES RADIO COMPANY - - QUINCY, IL

Allied Arts

ARTHUR C. NIELSEN, president of A. C. Nielsen Co., Chicago, has been appointed chairman of committee on distribution of U. S. Assoc. of the International Chamber of Commerce. He succeeds Thomas B. McCabe, president of Scott Paper Co., who resigned when he became chairman of the Federal Reserve Board.

ANDREW P. MASSEY has been appointed to staff of Engineering Electronics Section of the National Bureau of Standards, Washington, where he will head the electronics standardization group.

JOHN J. O'CONNELL has been appointed account executive in the station relations department of Associated Program Service, New York.

ALAN WARD, former head of radio production for Kudner Agency, New York, has joined the faculty of Alviene Academy of Theatre Arts, New York.

HORACE STOVIN, president of H. N. Stovin & Co., Toronto, station representative, and a director of Bureau Measurement, Toronto, will give BBM presentation to annual meeting of Assn. of Canadian Advertisers at Toronto, Oct. 27.

SAMUEL GOLDWYN Productions has appointed Mal Boyd, Los Angeles publicity man, to handle radio and television exploitation for forthcoming movie, "A Song Is Born."

T. A. McDONALD has been appointed manager of the newly formed Market Services Division in General Electric Co.'s Electronics Dept.

DANIEL R. CREATO has been appointed a vice president and general counsel of the RCA Service Co. He has been with legal department of RCA Victor Division since 1935.

JOHN H. MITCHELL has been named director of television sales by United Artists Corp., and will head new distribution set-up for release of films for television on a nation-wide scale.

INCUMBENT officers of American Music Conference were re-elected by board of trustees at annual meeting of group last month in Chicago. They include: **LOUIS G. LaMAIR,** president; **LUCIEN WULSIN** and **GEORGE M. BUNDY** vice presidents; **JAY KRAUS,** secretary, and **MAX TARG,** treasurer.

ARTHUR STEEL of Hearst Adv. Service, New York, has been transferred to firm's Los Angeles office.

HOWARD D. THOMAS Jr., executive vice president and general manager of Packard-Bell Co., Los Angeles (radio, phonograph and television set manufacturer), and **W. LOWELL WOOD,** director of sales for company, have resigned their positions. Mr. Thomas has announced no future plans as yet; Mr. Wood will go into business for himself. General manager's duties will be absorbed by **HERBERT A. BELL,** president of firm, and those of the sales manager will be taken over by **WILLIAM H. CIES,** formerly in that position.

Equipment

ZENITH Radio Corp., Chicago, announces releases of a record changer with Twin Cobra Arms, for both standard and long-playing records. Dual-speed turntable operates at either 33 1/3 or 78 revolutions per minute. Retractible filament is used instead of needle or crystal, and new arm exerts 2/3 ounce of pressure.

J. A. O'CONNOR has been appointed Boston representative for Starrett Television Corp., New York. Boston offices will be at 130 Lincoln St., Allston.

JOHN T. THOMPSON has been appointed sales manager, replacement tubes, GE Tube Divisions. His headquarters will be in Schenectady, N. Y. Also with headquarters in that city is **G. F. CALLAHAN,** newly appointed division engineer, Cathode Ray Tubes, GE Tube Division.

Mr. Thompson

MOTOROLA Inc., Chicago, sales for nine months ending Aug. 28 totaled $38,801,926, a 21% increase over sales of $32,060,236 in same period last year.

AUDIO EQUIP. SALES, a division of F. Sumner Hall Inc., has announced the removal of its executive offices from 923 8th Ave., New York, to 153 W. 33rd St., New York.

Research Bureau Starts Program Idea Contests

THREE CONTESTS among all member stations and their personnel for the best program ideas were introduced last week by The National Research Bureau Inc., Chicago.

A total of 25 cash prizes for three categories—Case History, Program Idea and Special Promotion—is being offered by the firm in contests scheduled for Sept. 1-Oct. 31, 1948; Nov. 1-Dec. 31, 1948, and Jan. 1-Feb. 28, 1949. Prizes in each contest are: $25, first prize; $15, second prize; $7.50, third, and 22 prizes of $2.50 each. Designed to stimulate the exchange of ideas, the contest will furnish material for a new service of NRB to radio sales departments. Entry blanks are available from the Special Features Contest Editor of NRB at 415 North Dearborn, Chicago 10, Ill.

FOR SECOND successive year Donahue & Coe, New York, will serve as volunteer advertising agency on the Advertising Council's Fight Tuberculosis campaign. Jeremy Gury, vice president of agency, will again supervise preparation of advertising materials for campaign.

THE MAINE COMBINATION

WGUY ABC in Bangor 250 WATTS

WGAN CBS IN PORTLAND 5000 WATTS

GUY GANNETT BROADCASTING SERVICES

WGUY-FM WGAN-FM

National Representative PAUL H. RAYMER

Only AIR EXPRESS gives you all these advantages

A combination you don't get with other air-shipping methods

1. Special pick-up and delivery *at no extra cost.* Your shipments are picked up promptly when you call; fast delivery to consignee's door.

2. *You get a receipt for every shipment,* and delivery is proved by signature of consignee. One-carrier responsibility. Complete security.

3. Assured protection, too—valuation coverage up to $50 without extra charge; 10 cents for each additional $100 or fraction thereof.

These advantages, plus 21 others, make Air Express the best and fastest way to ship. Your shipments go on every flight of the Scheduled Airlines—repair parts, equipment, finished items *keep moving* to where they're needed. Reach any U. S. point in hours. Phone local Air Express Division, Railway Express Agency, for fast shipping action. Specify "Air Express" on orders for quickest delivery.

FACTS on low Air Express rates

22 lbs. machine parts goes 700 miles for $4.73.
10 lbs. printed matter goes 1000 miles for $3.31.
30-lb. carton of new fashions goes 500 miles for $4.61.
Same day delivery in all these cases if you *ship early.*

SPECIFY AIR EXPRESS GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U. S.

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

A 1 1/2
BILLION
DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

October 7 Decisions . . .

ACTION ON MOTIONS

(By Commissioner Walker)

Ari-Ne-Mex Bcstg. Co., Escondide, Calif.—Granted petition for continuance of hearing Docket 8500 from Oct. 15 to Nov. 5 at Washington.

Ari-Ne-Mex Bcstg. Co., Clayton, N. M.—Granted petition for continuance of hearing Docket 8502 from Oct. 14 to Nov. 4 in Washington.

The Orange Belt Station, Redlands, Calif.—Granted petition for leave to amend application to specify 1320 kc in lieu 910 kc; amendment was accepted and application removed from hearing docket.

Video Bcstg. Co., San Jose Calif.—Granted petition to dismiss without prejudice TV application.

WRNY Rochester, N. Y.—Granted petition to dismiss without prejudice application.

Video Bcstg. Co., San Diego, Calif.—Granted petition for leave to amend TV application to show revised estimates of construction costs and proposed financing.

Williamson Bcstg. Corp., Pikeville, and Big Sandy Bcstg. Co., Paintsville, Ky.—Granted petition of Williamson Bcstg. Corp. to dismiss without prejudice application; removed from hearing docket application of Big Sandy Bcstg. Co.

WTOC Savannah, Ga.—Granted petition for leave to amend application to substitute revised engineering exhibits showing minor changes in operational limits.

Ellis County Bcstg. Co. Inc., Waxahachie, Tex.—Granted petition for leave to amend application to specify 500 w in lieu 1 kw, and to show changes in proposed DA. Amendment was accepted and application removed from hearing docket.

The Highland Bcstg. Co., Sebring, Fla.—Granted petition for leave to amend application to specify 100 w in lieu 250 w. Amendment was accepted and application removed from hearing docket.

WIBK Knoxville, Tenn.—Granted petition for redesignation of date of oral argument scheduled Oct. 18 in re Docket 8489 and 8490, and said oral argument was continued without date.

KERN Bakersfield, Calif.—Granted petition to dismiss without prejudice application.

October 11 Applications . . .

ACCEPTED FOR FILING

License for CP

KFKA Greeley, Col.—License to cover CP change frequency, change hours etc.

WEOL Elyria, Ohio—License to cover CP new standard station and specify studio location as Elyria Savings and Trust Bldg., Court and Broad St.

AM—1010 kc

WEAS Decatur, Ga.—CP increase power from 1 kw to 10 kw.

Modification of CP

WAVZ-FM New Haven, Conn.—Mod. CP new FM station for extension of completion date.

WMFF Plattsburg, N. Y.—Mod. CP change frequency, increase power etc. for extension of completion date.

License for CP

KIDO-FM Boise, Ida.—License to cover CP new FM station.

WMSA-FM Massena, N. Y.—Same.

Modification of CP

WTHS Miami, Fla.—Mod. CP new noncommercial educational FM station for extension of completion date.

TV—198-204 mc

Meredith Champlain Television Corp., Albany, N. Y.—CP new commercial television station on Channel 9, (186-192 mc), ERP vis. 12.0 kw, aur. 6.03 kw unl. AMENDED to change frequency to Channel 11 (198-204 mc).

Modification of CP

WDTV Pittsburgh—Mod. CP new commercial TV station for extension of completion date.

KDYL-TV Salt Lake City—Same.

WXYZ-TV Detroit—Same.

KSTP-TV St. Paul—Same.

WTAR-TV Norfolk, Va.—Mod. CP new commercial TV station to decrease ERP from vis. 24.2 kw, aur. 12.1 kw to vis. 23.98 kw, aur. 11.99 kw.

October 12 Decisions . . .

BY THE COMMISSION

Upon petition of Paramount Pictures Inc., et al, for prompt determination of certain issues in Commission's Order of Oct. 15, 1947, (specified as Issues 1 and 2), and subsequent order of Aug. 26, 1948, (specified as Issues 5 and 6), which issues relate to stock ownership and management interests of Paramount Pictures Inc. in certain applications for TV stations, insofar as petition requests Commission to instruct Hearing Examiner to file report and recommendations on Issues 5 and 6 it was granted; ordered vacated so much of Aug. 26 order in this proceeding as denied petition of Paramount Pictures, Inc., et al, and directed Hearing Examiner to prepare and submit expeditiously recommended decision on all issues involved in hearing on applications for TV stations in San Francisco; and further ordered Hearing Examiner to prepare and submit expeditiously recommended decision on Issues 1 and 2 in Commission's order of Oct. 15, 1947, and specified as issues 5 and 6 in subsequent orders (Action taken Oct. 4).

BY THE SECRETARY

Carter Publications Inc., Ft. Worth, Tex.—Granted license new exp. TV relay.

Bamberger Bcstg. Service Inc., Area New York—Same.

Balaban & Katz Corp., Area Chicago—Same.

Radio Sales Corp., Area Seattle—Same.

KTRI Sioux City, Iowa—Granted license covering change frequency, increase power, etc.

WAPX Montgomery, Ala.—Granted license for new station; 1600 kc 1 kw DA-N unl., and specify studio location and type trans.

KLWT Lebanon, Mo.—Granted license for new station; 1230 kc 250 w unl.

WSWN Belle Glade, Fla.—Same—900 kc 1 kw D.

KCOH Houston, Tex.—Same—1430 kc 1 kw D and specify studio location.

WKOY Bluefield, W. Va.—Same—1240 kc 250 w unl.

WIVY Jacksonville, Fla.—Same—1050 kc 1 kw D and specify studio location.

WSPR Springfield, Mass.—Granted license changes in trans. equipment.

KIST Santa Barbara, Calif.—Granted voluntary assignment of license from Harry C. Butcher to Radio KIST Inc.

KBIX Muskogee, Okla.—Granted CP make changes in vertical ant. and mount FM ant. on the AM tower.

WBMS Boston—Granted CP install new vertical ant. and mount FM ant. on top of AM tower.

KRBC Abilene,Tex.—Granted mod. CP to change type trans.

Following were granted extension of completion dates as shown: WVNJ Newark, N. J., to 10-20-48; KHBC Hilo, Hawaii, to 10-15-48; KRNA Okmulgee, Okla., to 1-1-49; KQW-FM San Francisco, to 3-1-49; WOAK Oak Park, Ill., to 11-30-48; KONG Alameda, Calif., to 1-22-49; KVMR McAllen, Tex., to 12-1-49; KVRO Brownsville, Tex., to 2-12-49; WIZZ Wilkes-Bare, Pa., to 29-49.

KUOA-FM Siloam Springs, Ark.—Granted license new FM station.

W9XLI The Journal Co., Area Milwaukee—Granted license new exp. TV relay.

W8XNI WXYZ Inc., Area Detroit—Same.

KAKE Wichita, Kan.—Granted license change frequency.

KANS Wichita, Kan.—Granted license change frequency, increase power, etc.

WAAF Chicago—Granted mod. license to change corporate name from Drovers Journal Pub. Co. to Corn Belt Publishers Inc.

WRUF Gainesville, Fla.—Granted mod. CP to make changes in DA and mount FM ant. on the N. E. AM tower, change type and location of trans., and change studio location.

WHOK Lancaster, Ohio — Granted mod. CP to specify studio location.

WLAV-TV Grand Rapids, Mich.—Granted mod. CP to reduce ant. height to 500 ft.

Following were granted extension of completion dates as shown: WGCM-FM Gulfport, Miss., to 1-1-49; WOSH-FM Oshkosh, Wis., to 11-1-48; KIXL-FM Dallas, Tex., to 11-30-48; WBT-FM Charlotte, N. C., to 5-4-49; WEED-FM Rocky Mount, N. C., to 1-19-49; WTAG-FM Worcester, Mass., to 12-27-48; KBMT San Bernardino, Calif., to 4-27-49; WCOL-FM Columbus, Ohio, to 1-22-49; KVOL-FM Lafayette, La., to 1-26-49; WGAL-FM Lancaster, Pa., to 1-49; WAND-FM Canton, Ohio, to 10-31-48, on cond. that construction be completed or interim operation be commenced by that time; KNBH Los Angeles, to 12-15-48; KLRE-TV Houston, Tex., to 1-1-49; WAVE-TV Louisville, to 4-12-49; WTAM Cleveland, to 11-15-48; KFBK Sacramento, Calif., to 1-1-49.

KTBS Shreveport, La.—Granted mod. CP to mount FM ant. on No. 3 AM tower of DA.

WMRY New Orleans—Granted mod. CP for approval of ant. and trans. location.

Following were granted extension of completion dates as shown: KTBS Shreveport, to 1-28-49; KELK Elko, Nev., to 12-15-48; KCKN-FM Kansas City, to 11-22-48; WGYN New York, to 1-1-49.

KENI Anchorage, Alaska—Granted license for new station 550 kc 5 kw unl.

KSTL St. Louis — Same—690 kc 1 kw D.

KCKY Coolidge, Ariz.—Granted license new station 1150 kc 1 kw DA-unl. and specify studio location.

ACTIONS OF THE FCC

OCTOBER 8 to OCTOBER 14

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

DELIVERS ONE BIG 3-CITY MARKET

KFDM

BEAUMONT·ORANGE·PORT ARTHUR

ABC

1000 WATTS · 560 KC.

REPRESENTED BY

FREE & PETERS, Inc.

WDLF DeLand, Fla.—Granted license new station 1490 kc 250 w unl.

WMDN Midland, Mich.—Same.

WNIL Gastonia Bcstg. Service Inc., Area Gastonia, N. C.—Granted license new remote pickup.

WMIN WMIN-FM St. Paul, Minn.—Granted involuntary transfer of control of licensee and permittee corporation from Edward Hoffman, deceased, to Louis A. Shedorsky, Mort Bentson and Marion Newman, executors of estate of Edward Hoffman, deceased.

KPAC Port Arthur, Tex.—Granted license increase power, etc.

WBBQ Augusta, Ga.—Granted license change in trans. and studio locations, etc.

KWNO Winona, Minn.—Granted license install new trans. and new vertical ant., etc.

KBON Omaha, Neb.—Granted license install new vertical ant. and ground system, etc.

KVCV Redding, Calif.—Granted license change frequency, increase power, etc.

WIRC Hickory, N. C.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

WKDN Camden, N. J.—Granted voluntary assignment of CP from Ranulf Compton, d/b as Radio WKDN to South Jersey Bcstg. Co.

WJZM Clarksville, Tenn.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WHOM Jersey City, N. J.—Granted CP install old main trans. as aux. on 1480 kc 1 kw DA.

WLTR Bloomsburg, Pa.—Granted CP mount FM ant. on top of No. 1 S. AM tower.

WANF Amalgamated Bcstg. System Inc., Chicago—Granted request to cancel CP new FM station.

WMUY Telair Co., Cleveland—Same.

KCOR-FM KCOR Inc., San Antonio—Same.

WEGO-FM Wayne M. Nelson, Concord, N. C.—Same.

National Bcstg. Co. Inc., Washington, D. C.—Granted CP new exp. TV station.

Allen B. DuMont Labs. Inc., Area between New Haven, Conn., and Princeton, N. J.—Same.

Following were granted extension of completion dates as shown: WDOD-FM Chattanooga, Tenn., to 1-18-49; KUGN-FM Eugene, Ore., to 12-7-48; KLTI-FM Longview, Tex., to 12-2-48; WRGK Brookfield, Ill., to 3-27-49; WLPM-FM Suffolk, Va., to 12-28-48; KFSA-FM Ft. Smith, Ark., to 1-10-49; WNBQ Chicago, to 1-20-49.

KWED Seguin, Tex.—Granted license new station 1580 kc 250 w D.

WBKA-FM Brockton, Mass.—Granted mod. CP for extension of completion date to 11-11-48 on cond. that construction be completed or an interim operation provided by that time.

KNOB Long Beach, Calif.—Granted mod. CP for extension of completion date to 1-22-49.

BY THE COMMISSION

Commission on Oct. 11 upon its own motion continued hearing presently scheduled for Oct. 25 to November 29 at same time and place as heretofore designated in matter of representation of affiliated broadcast stations by national networks for sale of national spot advertising and other commercial time.

October 12 Applications . . .

ACCEPTED FOR FILING

AM—1520 kc

Thomas E. Danson tr/as Universal Radio Features Syndicate, Laguna Beach, Calif.—CP new standard station 1520 kc 1 kw DA-1 unl. AMENDED to change power to 250 w-N 1 kw-D DA-2.

License Renewal

WIRK West Palm Beach, Fla.—License renewal AM station.

License for CP

KBUC Corona, Calif.—License to cover CP new standard station.

KEVT Kerrville, Tex.—Same.

WGR Buffalo, N. Y.—License to cover CP increase power, etc.

Modification of CP

WJPS Evansville, Ind.—Mod. CP new standard station for extension of completion date.

WSAR Fall River, Mass.—Mod. CP increase power, etc., for extension of completion date.

License for CP

WILA Woodstock, Ill.—License to cover CP new FM station (resubmitted).

WFML Washington, Ind.—License to cover CP new FM station.

WAJL Flint, Mich.—Same.

WLWA Cincinnati—Same.

WPAM-FM Pottsville, Pa.—Same.

License Renewal

WJMC-FM Rice Lake, Wis.—License renewal FM station.

CP to Reinstate

WKAR-FM East Lansing, Mich.—CP to reinstate CP new non-commercial FM station which expired June 15.

Modification of CP

WTAL-FM Tallahassee, Fla.—Mod. CP new FM station for extension of completion date.

WAGA-FM Atlanta, Ga.—Mod. CP new FM station to increase ant. height above average terrain from 500 ft. to 531 ft.

WAGA-TV Atlanta, Ga.—Mod. CP new commercial TV station to designate studio location as 1032 Peachtree St., NW Atlanta, Ga., change ERP from vis. 17.768 kw, aur. 9.37 kw to vis. 26.4 kw, aur. 14.0 kw.

WOR-TV New York—Mod. CP new commercial TV station to increase vis. ERP from 9.5 kw to 22 kw. AMENDED to change vis. to 9.0 kw.

WMAR-TV Baltimore—Mod. CP new commercial TV station for extension of completion date.

(Continued on page 89)

In There Pitchin'

IT WAS a busy week for WEEI Boston during the World Series playoff in that city. In addition to its own programs, the CBS-owned station originated shows Oct. 5 for CBS affiliates WJAS Pittsburgh, WCAU Philadelphia, WGAR Cleveland and WTOP Washington. On Oct. 7, WEEI again originated shows for WGAR WJAS and two for WTOP.

KRLD Dallas Asks Election Question

IS A STATION "obligated to clear and to sell a particular period to a political candidate during a *general* election campaign merely because the same period happened to be available and was sold to a candidate during a preceding *primary* election campaign?"

KRLD Dallas raised the question with FCC last week—and answered it emphatically in the negative—in replying to Rev. Sam Morris, National Prohibition Party nominee for the U. S. Senate from Texas, who had charged that KRLD sold time to a Democratic candidate, George Peddy, but refused to make equal time available [BROADCASTING, Oct. 4].

KRLD spokesmen said Rev. Mr. Morris made no request for time until the conclusion of the Democratic primary, which Mr. Peddy lost. Then, they said, Mr. Morris reserved a period on behalf of the National Committee of the Prohibition Party and this was held available from Aug. 2 to Sept. 6, although he did not use it.

The time Mr. Peddy bought was from 6:45 to 7 p.m. in June and July, KRLD said. It was pointed out that this period is normally occupied by a CBS Campbell Soups show, which was off the air at that time but returned Aug. 2. Since then, the station said, other periods within the same evening-rate bracket have been offered to Mr. Morris and refused by him.

The station maintained that it has always afforded equal opportunity to all political candidates for use of its facilities but "has been advised and is convinced" that the sale of a specific period during a primary campaign doesn't obligate the station to sell the same period to another candidate during a general election campaign.

KRLD's reply was given by Eliot C. Lovett, Washington counsel.

30 OUTLETS PLANNED IN KROGER PROMOTION

THE KROGER Co., Cincinnati, midwest grocery distributor, has launched an eight-week promotion campaign during which $415,000 in cash and merchandise prizes will be given away.

The firm has scheduled a total of 1,944 commercials on 30 stations in the territory served by Kroger, in addition to extensive newspaper and point-of-sale advertising. Brand-name sponsors cooperating in the campaign include Procter & Gamble, Colgate-Palmolive-Peet, Lipton Tea and Lever Bros.

Among hundreds of other prizes, Kroger will award a year's food supply to three families during each of eight weekly jingle contests. Employes of Kroger retail stores are eligible to win watches, jewelry, electrical appliances and other prizes.

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
679,973,000
Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947.
WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

Use
WTAD
WTAD-FM
Quincy, Illinois
IOWA
QUINCY
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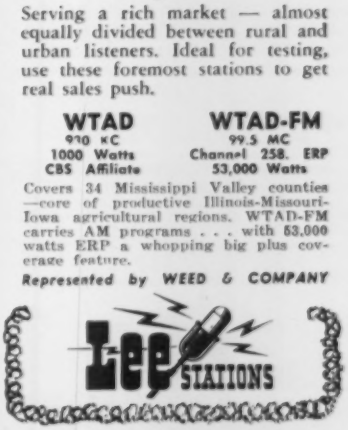
Serving a rich market — almost equally divided between rural and urban listeners. Ideal for testing, use these foremost stations to get real sales push.
WTAD
970 KC
1000 Watts
CBS Affiliate
WTAD-FM
99.5 MC
Channel 258. ERP
53,000 Watts
Covers 34 Mississippi Valley counties —core of productive Illinois-Missouri-Iowa agricultural regions. WTAD-FM carries AM programs . . . with 53,000 watts ERP a whopping big plus coverage feature.
Represented by WEED & COMPANY



New Business

(*Continued from page 14*)

RCA VICTOR Co. Ltd., Montreal (receivers), planning to start Dec. 5, for an unstated period, *Boston Symphony Concert* on about 20 Dominion Network stations from NBC, Sun., 9:30-10 p.m. Agency: Spitzer & Mills Ltd., Toronto.

LONDON LIFE INSURANCE, London, Ont. (insurance), on Oct. 9 started Intercollegiate Football Games to Nov. 13, Sat., 2-4 p.m. on four Ontario and Quebec stations. Agency: McConnell, Eastman & Co., Toronto.

MOTHER PARK'S TEA Co., Toronto, on Oct. 9 renewed to April 30, *Musical Mysteries* on nine Ontario stations, Sat., 7:30-8 p.m. Agency: A. J. Deene & Co., Toronto.

DAY & NIGHT MFG. Co., Monrovia, Calif. (water heaters, coolers), through Hixson & Jorgenson Inc., Los Angeles, running one television spot weekly on WBAP-TV Fort Worth, with plans for later expansion to other Southern stations. Present contract for 52 weeks.

WHITE STAG MFG. Co., Portland, Ore. (cotton play togs), doubling promotion for 1949 and plans to use transcribed radio commercials. Agency: Allen & Clenaghen, same city.

GANTNER & MATTERN, San Francisco (swim suits manufacturer), appoints Ruthrauff & Ryan, same city, to handle advertising. **EDWARD L. McDONALD**, formerly with agency's New York office, transferred to San Francisco to serve as account executive.

KADOTA FIG Assn., Merced, Calif., appoints Brisacher, Wheeler & Staff, San Francisco, to handle advertising.

HARVARD BREWING Co., Lowell, Mass., appoints Duane Jones Inc., New York, to handle advertising of Harvard Ale and Harvard Export Beer, effective immediately.

IMPERIAL OIL Ltd., Toronto (gasoline and oil), sponsoring NBC Hockey on 32 Trans-Canada and 13 French network stations, Sat., 9:45-10:30 p.m., beginning Oct. 16 through March 19. Agency: MacLaren Adv. Co., Toronto.

Network Accounts • • •

R. B. SEMLER Inc., New Canaan, Conn. (Kreml Hair Tonic), sponsoring *Gabriel Heatter*, Saturdays, (9-9:15 p.m.) on MBS. Agency: Erwin Wasey & Co., New York.

WRIGLEY GUM Co., Chicago, began sponsorship Oct. 6 of $50,000 remote series of Gene Autry's rodeo from New York's Madison Square Garden over CBS's East Coast video network. Stations include: WCBS-TV New York, WMAR-TV Baltimore, WCAU-TV Philadelphia, WMAL-TV Washington and WNAC-TV Boston. Wrigley sponsors regular CBS AM feature *The Gene Autry Show*, from 7 to 7:30 p.m, (EST) each Sunday.

INTERNATIONAL MILLING Co., Greenville, Texas (Robin Hood Flour), renews *Queen for a Day* (Monday, Wednesday, Friday, 1-1:30 p.m. CST) for second year on 119 MBS Southern stations for 52 weeks. Agency: Crook Adv., Dallas.

SWIFT and Co., Chicago (Allsweet margarine), begins sponsorship of *Meet the Meeks* (Sat. 10 a.m. CST) Nov. 6 for second year. Show aired on full NBC network. Agency: J. Walter Thompson, Chicago.

MARS Inc., Chicago (candy bars), resumes *Dr. I. Q. Jr.*, quiz program, over NBC Jan. 9 (Sun., 4:30-5 p.m. CST), for 52 weeks. Agency: Grant Adv., Chicago.

Adpeople • • •

KEN PEARSON appointed general merchandising and advertising manager of CVA Corp., San Francisco, (Roma, Cresta Blanca and La Boheme Wines). Mr. Pearson, CVA merchandising manager for past three years, will supervise all advertising and merchandising activities for those wines.

Mr. Pearson

MILDRED B. DUDLEY named radio timebuyer for John W. Shaw agency, Chicago. She was formerly associated with WDWS Champaign, Ill., as announcer and producer; with John Blair and Co., Chicago, radio representative, and with KTRH Houston as traffic manager.

EDWARD J. FORTMAN, former public relations executive with J. Walter Thompson Co., Los Angeles, named director of public relations and publicity for Greater Los Angeles Area Chapter of National Safety Council.

WALTER W. DAVIS Jr., advertising manager of Pacific Pathways Inc., Los Angeles, appointed director of advertising.

N. Calif. Dealers Form Promotional TV Council

TWENTY-TWO California distributors of television receiving sets have formed the Television Council of Northern California, for the general promotion of television. Headquarters for the council are in San Francisco. Al Meyer, president of Leo J. Meyberg Company, RCA distributor, is acting chairman of the board.

Major project of the new council will be a pre-T-Day campaign to acquaint the general public with television. Donors to an advertising fund will be the distributors and manufacturers. Radio and press publicity will be started within the next few weeks.

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Exact Measurements — at any time
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Radio Towers
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REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
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FRITZ BAUER, Associate
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ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

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Reese Steel Erection Co., Inc.
"Engineered Erection"
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Emergency Repair Service
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THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

WORZ
NBC AFFILIATE
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40 years of professional background
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26 Years' Experience in Radio Engineering
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NAtional 6513

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MUNSEY BUILDING DISTRICT 8215
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National 0196
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DISTRICT 4127

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319 BOND BLDG. REPUBLIC 2151
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Washington 5, D. C.

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager: Good opportunity, experience necessary. Background and expected salary first letter. Box 973, BROADCASTING.

Salesmen

Salesman—Need time producer in competitive New England market. Opportunity. Box 901, BROADCASTING.

Sales manager—1000 watt daytime independent. Must have well-rounded sales background. Suitable financial arrangements will be made. Box 981, BROADCASTING.

Salesman needed for progressive music-sports station. Mutual affiliate, located in one of south's fastest growing cities of 200,000 metropolitan population. To an experienced and qualified radio salesman will pay 15% commission and guarantee $100.00 per week for first three months. Send adequate personal information, present and past employment and qualifications to Box 905, BROADCASTING.

Salesman—1000 watt daytime independent livewire station with good market. Want experienced well educated man. Immediate opening. Box 906, BROADCASTING.

Sales position now open for experienced man. Opportunity to be advanced to commercial manager. Good salary and commission. Write complete details to WHTN, Huntington, W. Va.

Salesman, by Virginia station in non-competitive market. Drawing account $65.00 weekly against commissions. Excellent opportunity in expanding organization. Box 12, BROADCASTING.

Aggressive local station needs salesman who can produce straight ten percent commission. Paid for business produced and account serviced. Call or write, KBMY, Billings, Mont.

Wanted—Immediately, two top salesmen with at least five years experience. Must know radio. Willing to pay right man. Excellent opportunity in key station of group operation in southwest. Please send all details, references, photo, income requirements in first letter. Box 16, BROADCASTING.

Announcers

Combination announcer-operator, first ticket, good voice. Must be experienced. Start $55 per week, plus extras $20 to $40 per month. Happy crew. Housing. Air mail disc, photo. KPRK, Livingston, Mont.

Wanted immediately — Versatile announcer who can do news, disc shows, etc. Must be top announcer with a pleasing selling voice. WMIX-WMIX-FM, Mt. Vernon, Ill.

Announcer — Experienced, versatile, starting salary $55.00, 48 hour week. WEIM, Fitchburg, Mass.

Announcer with first class ticket, one who can take an all nite show and can sell own spots and programs. Salary plus 15% commission and override. Single man preferred. Box 960, BROADCASTING.

Announcer. Experienced disc jockey for early morning musical clock. Also experienced announcer capable of doing good job on news and commercials. Major market midwestern network regional. Forward transcription and give previous experience, salary expect. When available. Confidential. Box 9, BROADCASTING.

I am interested in meeting top quality versatile announcers with first class engineer tickets. We operate several stations in California, Sacramento Valley area, and are a young aggressive fast growing organization with grand advancement opportunity for a select few who can meet our high personnel standards. I will be in New York and Washington area between October 12 and October 25; Chicago one week later and will contact interested applicants for interview at above places. Submit background details and audition disc to Lincoln Dellar, Gen. Mgr. KXOA, KXOB, KXOC. Box 3, BROADCASTING.

Help Wanted (Cont'd)

Wanted combination man, experience not necessary if you have announcing ability, for 250 watt southern station. Starting salary $45.00. Box 989, BROADCASTING.

Eastern network affiliate needs experienced disc jockey with all-round announcing ability. Write or wire giving home phone number. WERC, Erie, Penna.

Technical

Combination man, first class ticket necessary, good announcing essential. Send full particulars. Box 857, BROADCASTING.

Young men with first or second class license for control board. No experience necessary. WAND, Canton, Ohio.

WANTED: Several first class engineers for permanent fulltime positions in leading markets North and South Carolina. Write A. L. Chaney, Jr., 120 E. 3rd St., Charlotte, N. C.

Wanted—New 5 kw ABC station in midwest needs two experienced transmitter engineers. Starting salary $56.00 for 47 hours, working conditions good. Contact G. R. Hoffman, Chief Engineer, WJPS, Evansville, Ind.

Chief engineer, 1 kw fulltime. Must be thoroughly experienced. Give resume and salary requirements. Box 959, BROADCASTING.

WRMV-FM, Richmond, Va. Positions open chief engineer, engineer-announcer, engineer apprentice. Written application to Southern Broadcasters, 2011 Massachusetts Ave., N. W. Washington 6, D. C.

CHIEF FOR 20 KW FM

Permittee seeks experienced and creative chief engineer to supervise construction and operation of its studio-transmitter set-up in Philadelphia. Must know FM field and have construction experience. Exceptional opportunity for ground floor connection with substantially financed broadcasting company. Should be available November 1. Box 958, BROADCASTING.

Combination engineer-announcer wanted for progressive midwest 250 watt network affiliate. Send disc, salary expected, all information in first letter. Box 636. BROADCASTING.

Combination operator-announcer, accent on announcing. Chance to learn other phases of radio. Pacific northwest station. Must have experience and good voice. $65.00 weekly. Box 994, BROADCASTING.

Production-Programming, others

Midwest CBS station has immediate opening for young lady capable handling women's program, writing copy, taking dictation. State experience, salary, availability. Box 927, BROADCASTING.

WANTED

TV production man or woman with creative intelligence and proven ability. Minimum one year TV studio experience, to assist in present training program, production of package programs and later production in our own commercial station. Full studio and camera equipment already in use. Write, giving complete background details, salary expected. Twin City Television Lab., Lyceum Theatre, Minneapolis 2, Minn.

Help Wanted (Cont'd.)

For good girls only. 5000 watt network affiliate station in upper New York State needs a good, capable woman to handle femme activities, including writing, air work, public relations. Are you the gal we want? State qualifications, experience, salary expected. Write Box 963, BROADCASTING.

Program director for 1000 watt independent daytime rural station in Virginia. Experienced and capable with good air voice. Full particulars, disc, photo and salary requirements in first letter. Box 8, BROADCASTING.

Newscaster. Experienced only. Wanted to hand'e four daily newscasts five days weekly. Call or wire WSAM, Saginaw, Mich.

Situations Wanted

Managerial

Manager—Successful fifteen year network affiliate record. Best references. Thoroughly experienced all departments. Can be available on short notice. Box 849, BROADCASTING.

Qualified local station manager. Fifteen years experience. Family. Interview preferred. Box 884, BROADCASTING.

Available 30 to 60 days. Manager with exceptional proven record. 22 years experience all phases. Excellent references. Family man. Desires permanent position in midwest, but would consider east or northwest. Please give full details first letter. All replies will be answered. Box 911, BROADCASTING.

Young successful 250 manager desires change. Twelve years successful station operations. Strong on sales. Announces. Civic minded. Likes local programming. Box 903, BROADCASTING.

Attention agencies, stations: sales manager with all-round experience available. Metropolitan and local experience. Interested only in job with future and security. Highest qualifications. Box 962, BROADCASTING.

Experienced radio man, desires position as working commercial manager or active salesman, with progressive organization on salary-bonus basis. Successful record, ambitious, energetic, reliable, neat appearance, pleasant personality, healthy, married, settled and owns new car. Presently employed, available upon resignation. Reply Box 965, BROADCASTING.

General Manager or Sales Manager available by January 1st. 14 years experience in proper representation with clientele and public. Proper administration, programming, ideas, solid selling. A gentleman, conscientious, whose tastes are of the highest quality. Desire change due to situation over which I have no control.

BOX 4, BROADCASTING.

Station manager who is writer, director, producer. Twenty years experience in all phases radio showmanship and selling. Just received third place for the nation in latest Billboard locally produced show award for fifty kw stations. Box 998, BROADCASTING.

Experienced manager. 15 years successful operations. Available two weeks. Has the contacts and knows radio. Highest recommendations from present employer. Box 979, BROADCASTING.

College man, married, two years program director, one year selling, wants managership in progressive large city station. Box 986, BROADCASTING.

Salesmen

Immediately available, time salesman. Research background with major network sales experience in metropolitan, highly competitive market. Promotion experience. Prefer station rep or large market operation. Like incentive basis, guarantee plus, but would accept salary if sufficient. Box 961, BROADCASTING.

Salesmanager—seven years in all phases of commercial radio including salesmanagement. Young, aggressive, college graduate, now employed west coast metropolitan network station, must return to midwest. Excellent references from top radio executives. Box 772, BROADCASTING.

Situations Wanted (Cont'd)

Want sales job. Progressive station small market. Single, modest requirements. Box 921, BROADCASTING.

Announcers

Program director-announcer, over three years experience, college background. Want midwest station. Will accept announcing job with progressive station in good market. Box 883, BROADCASTING.

Announcer, sports specialty. Play-by-play, commentary, reporting. Beginner with professional school training. Former pro ball player. Anxious to work into small station operation. Has platter. Box 887, BROADCASTING.

Program director-announcer-salesman. Go anywhere. Want to settle and grow with station. Many years experience. Box 943, BROADCASTING.

Announcer. Experience in commercials, newscasting, disc jockey and acting. Graduate School of Radio Technique, N. Y. GI training eligibility. Will travel. Joe Adelmann, 452 Onderdonk Ave., Brooklyn 27, N. Y.

Announcer—Graduate Radio Drama Workshop. Married veteran. Will travel. Got the ambition; need the experience. Disc available. Box 952, BROADCASTING.

Announcer from London with 1 year training in Pathfinder School of Radio, capable newscaster, writer, commentator, commercial narrator seeks position. Slight British accent, $45 a week to start. Charles Read, 1329 Oak Street, Kansas City, Mo.

Experienced announcer—Presently employed program director eastern independent, formerly featured newscaster eastern net affiliate. Excellent record, references. Transcription available. Box 975, BROADCASTING.

Personality announcer doing successful daytime platter show. Wish night-time opportunity. Thirteen years experience. Operate board. Age 29. Box 969, BROADCASTING.

Announcer, producer, salesman, all phases. Three years experience. Emphasis on programming and selling. Presently employed on station in midwest. Married and one child. Ernie Santell, 1200 N. Green Bay Rd., Lake Forest, Ill. Lake Forest 632.

SPORTS ANNOUNCER

Topflight play-by-play man, all sports. Can write and produce own sportscasts. Eight years experience, sports, news, special events. Outstanding small station record. Excellent references. Not afraid of hard work. Want crack at larger market. Presently employed. Further details upon request.

BOX 5, BROADCASTING

Two ambitious young veterans and recent graduates of top radio school desire positions as announcers in same station. Willing to learn. Free to travel. Discs on request. Box 972, BROADCASTING.

Disc jockey, six years experience, knows music. Desires aggressive station. Married, one child. Trained all phases announcing. Good steady man. Box 966, BROADCASTING.

Announcer. Three years experience. Good commercial record. Want metropolitan area. Married, 25. Box 955, BROADCASTING.

Announcer—Young, aggressive, 3 months experience disc jockeying and newscasting. Need a break to climb up the ladder. Got one? GI Bill OK. Will travel anywhere. Box 7, BROADCASTING.

Thoroughly experienced announcer with excellent air sales record. 23, unmarried. Top personality jockey shows. Authoritative newscasts. Personality emcee. Excellent reference. Seeking good progressive station. Have produced of high listener capacity, everywhere I've worked. No floater. Box 10, BROADCASTING.

Announcer, wants experience, college background. Radio School NYC. Eager for start, salary secondary. Car, will travel. Box 11, BROADCASTING.

Sports announcer, play-by-play, etc and staff announcing. 29, married, with eight years continuous experience. College graduate with BA and MA. Presently employed as chief announcer and director of sports at regional network station. Salary at present in $5000 bracket, but would like to do better. Interested only in stations where a complete schedule of professional baseball, college and high-school football and basketball are taken seriously. If you want to build your sports following, I'm your man. Box 991, BROADCASTING.

Situations Wanted (Cont'd)

Schmoo available. Can announce, have ticket, am combo man or straight control operator. Married, veteran, experienced. Can do remotes, record shows, vacuum studios, file records, mow lawns, change ribbon on ticker machine, etc. Sorry, milk and butter concession sold out. I'm serious, if you see I've got a disc for you. Bit tired of dispatch. Box 993, BROADCASTING.

Team—Announcer and engineer. Announcer with sportscasting experience. Engineer with first phone. 250 watt experience. Will travel, have car, want progressive station. Box 1, BROADCASTING.

Announcer, graduate School of Radio Technique. Married, vet., 25, disc jockey, news, sportscaster. Operate control panel, excellent recommendations, conscientious, capable. Box 2, BROADCASTING.

Announcer-engineer, experienced, first phone, two years college, single Californian, age 29, have disc. Bill Cameron, 22 Hanover, San Francisco.

Announcer desires staff position. Thorough background in commercial announcing, newscasting, writing, production, radio sales. No floater. Let audition disc tell story. Wire or write to Jack Farrin, 1530 S. W. Mill St., Portland, 1, Ore.

Inexperienced personality—wants experience as announcer or disc jockey. Graduate radio school. Prefers small progressive station. Good versatile ad-lib man. Creative, reliable, Veteran, single. Julius Waskow, 930 Emerson St., N. W., Washington 11, D. C.

Announcer—Experienced. Good selling voice. Single. Available immediately. Will travel. Box 983, BROADCASTING.

Young announcer, experienced. Handles articulate disc show, sports, strong news. Mature presentation. College graduate. Will send disc. Prefers station within 300 miles of New York. Box 982, BROADCASTING.

Announcer, some copywriting; wants start. Young, single, ambitious. Disc available. Box 980, BROADCASTING.

College graduate, experienced, looking for staff position with sports and promotionally-minded station which will let me demonstrate my all-round capabilities. Prefer northeast. Box 985, BROADCASTING.

Announcer—One year experience in 250 watter as an announcer-operator. Interested in producing apprenticeship, preferably in live musical shows in station in or near Chicago. Have scripted disc shows from pop to show tune programs. Samples and audition disc upon request. All offers welcomed. Box 984, BROADCASTING.

You get— A capable announcer, fine delivery, strong on sports. I get needed experience. Prefer permanent position. Have done play-by-play and disc shows Armed Forces stations. Details and convincer on request. Box 976, BROADCASTING.

Technical

Chief engineer—Excellent references, 8 years best experience AM, FM and TV. Box 860, BROADCASTING.

Position wanted in mid-northwest, first class engineer, one year experience in AM and FM. Television training. Write Robert W. Auton, Webbs Cross Rds., Ky.

Chief engineer of 1 kw FM desires position with progressive station having TV plans. Two years TV. Thoroughly experienced installation, construction, operation AM, TV, FM equipment. Married. Best references. Prefer Pennsylvania-Ohio area. Box 968, BROADCASTING.

Engineer, thoroughly experienced, including construction. Excellent references. Graduate RCA General Course. Married. Have car. Desire 1 kw or better. Box 964, BROADCASTING.

Construction—chief engineer available. Highest qualifications including engineering degree, consulting practice, 15 years experience. Possibility of stock purchase desired. Box 954, BROADCASTING.

Licensed studio supervisor, 50 kw, changing residence. Married, 37. Inform completely. Box 852, BROADCASTING.

Chief engineer with $5000 to invest. East coast. Presently chief of 250. Experienced construction. Box 990, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, others

Does your station want aggressive promotion? Promotion manager, winner of 10 major station promotion awards in last 2½ years desires position with live station who needs and wants aggressive promotion. Well-rounded advertising and promotion background. Highest references in industry. Available soon. Box 15, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Nashville, Tenn. or midsouth area. Midsouth girl university graduate excellent training. Experienced women's, news, disc jockey program. Pleasing radio personality. Interested any phase. Available for audition. Box 978, BROADCASTING.

Eight years experience in sports work and programming. Desire change with more opportunity. Box 957, BROADCASTING.

Young woman, college graduate, 5 years experience continuity, traffic, secretarial. Capable, dependable employee for progressive station. Box 956, BROADCASTING.

Program director—Ten years radio, all phases. College graduate. Music background. Family. Will trade ability and hard work for permanence, congenial management and reasonable income. Box 967, BROADCASTING.

Sales promotion-production—The right program for the right advertiser presented in the right way assures a growing list of sponsors who renew year after year. I have made this idea pay at the NBC affiliate where I am now happily located. Great station—lousy climate. If you are located in the southwest and have some sustaining time that should be commercial, let's get together. Box 971, BROADCASTING.

Program director, presently employed in large midwest market. Excellent references. Available November 1st. Box 974, BROADCASTING.

For rent—My writing ability and personality, backed by network, local station experience. Can write anything, but prefer comedy. Want writer-producer-idea-man? Write Box 14, BROADCASTING.

Radio commercial copywriter, ten years local, network, agency experience. Interested either in agency or station. Plenty show ideas. Can handle production. Box 992, BROADCASTING.

Promotion manager-program director. Ten years experience in all phases large station operation with network and independent. Proven ability. Can do a real job for you. Box 13, BROADCASTING.

Program director. Presently employed. Livewire program producer. Can train your staff and keep it on the ball. Excellent background station promotion, public service, special events, news and music. Present advancement limited by limited potential of small market station. Would like to move another rung up the ladder. Box 988, BROADCASTING.

News editor-announcer. Employed 50,000 watt station. Nine years experience. Box 995, BROADCASTING.

Florida girl, Northwestern graduate desires move Florida and continue radio. Excellent training. Experience dramatic, women's disc jockey program. Limited production, writing. Qualified small station program director. Familiar console. Interested all phases. All queries answered. State approximate salary. Available January 1st. Box 977, BROADCASTING.

Eager beaver newsman, 12 years news experience wants opportunity as Washington news rep with chance for TV. 3 years news experience in Washington, scriptwriting, news, interviews, special events. Box 987, BROADCASTING.

Situations Wanted (Cont'd)

Program director—Thirteen years experience programming, announcing, sales, promotion. Familiar new station construction. Box 970, BROADCASTING.

Continuity director, 10,000 w independent. Experienced all phases radio writing and administration. Imaginative and dependable. Single, age 24. Available October 23. Write Box 873, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC.

STATION MANAGERS!
Need Trained Personnel?
BROADCASTERS!
Want a Refresher Course?
BEGINNERS!
Want to be a broadcaster?

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3338—16th St., N.W.
Washington 10, D. C.
Please send information concerning
☐ Correspondence ☐ Residence Courses.
Name
Address
City State

Employment Service

Attention station managers. Experienced radio personnel available now. Men and women announcers, newscasters, sportscasters, technicians, combination men. Write or wire for ET audition. National Radio Employment Agency, 1653 N. Cherokee, Hollywood 28, Calif.

Employment Services (Cont'd)

Looking for WELL TRAINED MEN?

Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

These men are high grade... have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE,
DEFOREST'S TRAINING, INC.
2533 N. Ashland Ave. Chicago 14, Ill.
Phone LIncoln 9-7260

Radio personnel—We have openings for station managers, junior and senior announcers, writers, producers, newscasters, sportscasters, operators, engineers, technicians. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

For Sale

Stations

Fulltime metropolitan station 20,000 watts FM in city of 250,000, on eastern seaboard. Make offer. Box 925, BROADCASTING.

Daytime 1000 watter with time sales over $200,000.00 this year, located in major market of well over million population. Terms may be arranged to acquire controlling interest. Box 894, BROADCASTING.

Midwest station daytime only but full-time application filed for year and in clear for passage. Class A FM operations simultaneous. Box 26, BROADCASTING.

Equipment, etc.

Lehigh tower, 187 ft. self-supporting. $500 takes it. WSNJ, Bridgeton, N. J.

Collins 300C-1, 250 watt transmitter, Johnson antenna coupler. FCC approved with crystal on your frequency. $1750.00. Write Ted Heithecker, KANS, Wichita, Kansas.

Raytheon 250 watt transmitter complete with spare set of tubes. This transmitter has been in operation for two years and it has not lost any air time. Also composite studio console. Reason for selling increase in power. Save yourself some money. For details contact KCVR, Lodi, California.

Sell RCA TMV-129-B crystal and holder 1450 kc excellent condition or trade for same 1340 kc KVRH, Salida, Colo.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirby, KOOL, Adams Hotel, Phoenix, Ariz.

(*Continued on page 86*)

$35,000 Opportunity

Here is one of the most attractively financed situations and opportunities we have handled. With a $35,000 down payment a person with the right management qualifications can acquire a regional facility covering one of the very good radio markets in America.

The balance due is committed on a conservative long term financing basis that will enable the purchaser to make payments out of profits.

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

DALLAS
Clarence E. Wilson and
Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

Wanted to Buy

Used phasitron 2H21 tube for experimenting. State condition, price. Howard King, Box 313, Welch, W. Va.

Hard working experienced manager interested buying half small station, South. Sales, announcing, writing. Cash terms. Arrange now, change after 1st of year. Box 996, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

We can handle three more applications this year. Why not let us convert your idea into a complete station. A three cent stamp will bring you the answers to your questions as to how it can be done. There is no substitute for experience. L. W. Andrews, Inc., 219 Whitaker Bldg., Davenport, Iowa.

LATE CLASSIFIED

Help Wanted

Salesmen

Network station in southwest city of 100,000 has an opening for an experienced salesman. Capable man can earn an excellent income and may become salesmanager. Box 30, BROADCASTING.

Announcers

Progressive station in rich market needs topnotch announcer, engineer. Starting salary $60.00 per week. No students need apply. Write KXO, El Centro, Calif.

Technical

Combination engineer-announcer's position available immediately. 40 hour week, $60.00 time and half after 40 hours. Wire or telephone John F. Arrington, Jr., Gen. Mgr., Radio Station WLBG, Laurens, S. C.

Production-Programming, others

Women's program director to help aggressive, progressive station in major Quad-City market reflect its community on the air through active air-work and community activity. Must be good on the air, able to write well and have ideas, also assist program director in planning, promotion, etc. Send photo, disc and full details, including desired starting salary, to General Manager, WQUA, Moline, Ill.

Situations Wanted

Managerial

Opportunity wanted by employed sales manager of 5000 watt station. Ten years experience. Can qualify as general manager. A-1 references. Box 930, BROADCASTING.

Salesmen

Salesman, sales manager available in midwest. Complete radio background and record of achievement. No armchair executive but gets business by making plenty of calls. Salary-bonus or guaranteed draw. Box 17, BROADCASTING.

Experienced in all phases 1 and 5 kc operation, independent and network. Sales, continuity, etc. Single, sober, 25. Disc and picture on request. Bud Richards, 7007 W. 26 Place, Berwyn, Ill.

Announcers

Announcer-engineer, first phone, capable newscaster, trained in production. Graduate Pathfinder School of Radio. Frank Berry, 1329 Oak St., Kansas City, Mo.

Experienced announcer, 33, currently employed. Experienced all phases broadcasting including control operation, network operation and co-op shows. Desire midwest location. Box 25, BROADCASTING.

Disc jockey-announcer, 28, eight years experience radio writing. Married, sober, reliable. Best references. Prefer eastern metropolitan area. Box 20, BROADCASTING.

Late Classifieds (Cont'd)

Combination announcer-engineer, veteran, 26, married, desires position in northwest. Graduate of good technical school. No experience broadcasting but willing to learn. Box 28, BROADCASTING.

Experienced announcer available two weeks notice desires staff work in California, Oregon or Washington. Box 19, BROADCASTING.

Technical

Chief engineer, extensive experience all phases broadcast engineering. Ability deliver smooth economical operation. Desire permanent position progressive station. Married, children. Prefer midwest, but not essential. Exceptional record and references. Box 27, BROADCASTING.

Have you ever thought how easy it might be for you to obtain a radio station license. It would cost you nothing for us to explain what is required. If you will advise us where and your potential finances. Let us show you how easy it is for your dreams to be realized. Box 31, BROADCASTING.

Television technical director or chief engineer. At present associated with Washington radio consultant. Desire change to position where I do not have to travel fifty percent of time. During war was superintendent of Navy Radio Laboratory which specialized in television development. Graduate of M.I.T. Recognized authority on high frequency broadcast problems. Box 24, BROADCASTING.

Engineer with first phone. Graduate of leading radio school, four months experience in 1 kw station. Box 21, BROADCASTING.

Engineer—First phone, married. 250 watt experience, available immediately. M. Zibrack, 114 Dewey Pl., Atlantic City, N. J.

First class licensed engineer, experienced, single, do not smoke or drink, desires position in west. Box 18, BROADCASTING.

Chief engineer currently employed on one kw network station outside Continental U. S. wants comparable position in U. S. Qualifications for making antenna resistance measurements on file with FCC. Experienced installation and maintenance engineer. One and half years police and three years broadcast first phone since 1939. Thoroughly familiar RCA transmitters Collins and Gates studio equipment. Experienced as production manager, recording engineer, control board, announcing, ad-libs, organist, amateur radio. Married veteran, thirty four years of age, both college educated, no children. Available on short notice. Wire recordings on request. Box 23, BROADCASTING.

Production-Programming, others

Five years experience, ability, dependability, in exchange for reasonable income in pleasant situation. Here's a valuable asset to any staff. Will welcome trial period basis. Make an offer. All replies answered. Disc and photo available. Box 22, BROADCASTING.

Attention deep south and southwest station managers: I'm young, married, capable and a hard worker. Have 18 months experience as emcee, audience participating shows and musicals. Specialty is news. If you want an idea man as your program director-producer, here I am! Box 29, BROADCASTING.

IAAB's Gift

IN A SKETCH on Senora Evita Peron, wife of the Argentine president, appearing in the Oct. 10 issue of the *New York Times*, Milton Bracker, that newspaper's bureau chief in Buenos Aires, describes as "a spectacular costume piece," the gift presented to her by the Inter-American Assn. of Broadcasters a few days before the delegates charged the Peron administration with gagging Argentine radio. The piece is an Argentine flag in diamonds and sapphires. Mr. Bracker was one of five American correspondents recently muzzled, for a 12 hour period, by the Peron government [BROADCASTING, Oct. 11].

Milestones

CAMPANA SALES Co., Batavia, Ill., on Oct. 7 began its 19th year of sponsorship of *First Nighter* dramatic series for its Campana Italian Balm. Program resumed on CBS on that date, Thurs. 10:30-11 p.m. Wallace-Ferry-Hanly Co., Chicago, is agency for Campana.

With start of 1948 college football season, WSBT South Bend, Ind., has begun its 10th year of broadcasting the complete schedule of Notre Dame games under the continuous sponsorship of the American Trust Co., South Bend. WSBT has been giving Notre Dame play-by-play accounts for 26 years and claims to be one of first stations in country to air such programs. Ex-Notre Dame player, Joe Boland, handles series.

KXOK St. Louis, owned by St. Louis *Star-Times*, Sept. 19 celebrated its 10th birthday . . . WBNB Beloit, Wis., FM outlet of the Beloit *Daily News*, has begun its second year of operation. Featuring heavy coverage of local sports activities, WBNB reports there are over 25,000 FM homes now within its coverage area . . . Also now in second year of operation is WCCM Lawrence, Mass., AM outlet . . . Special anniversary party at local theatre marked first birthday in early September of WCSI Columbus, Ind., FM station. Lieut. Gov. Rue J. Alexander attended.

WDRC Hartford, Conn., has completed 150th consecutive wire recorded broadcast in its Community Chest series. Quarter-hour show originates weekly from different Chest agency . . . The *Los Angeles Breakfast Club* program of KFWB Los Angeles is now in its 23d radio year . . . Art Baker has started his 11th year of *Art Baker Notebook* on KFI Los Angeles.

Harold Peary did his 300th NBC *Great Gildersleeve* broadcast Sept. 22 . . . Stewart Kenard, director of special events WFBR Baltimore, has entehis 26th year in radio . . . Arthur Mills, chief engineer CJGX Yorton, Sask., has beghis 22d year with that station.

WMAL and WMAL-TV Washington are presenting series of consecutive Sunday broadcasts national pro grid games, marking sixth year of sponsorship American Oil Co. Featuring Washington Redskin games for mo part, programs start second yeon WMAL-TV. Harry Wismer Jim Gibbons cover . . . Claiming to be Chicago's oldest continuously sponsored show, *The Northerners* has begun 18th year WGN Chicago for local Northern Trust Co. Octet, girl duo and orchestra are directed by Walter Steindel . . . Also in Chicag *Morris B. Sachs Amateur Hou* has started 15th radio year an is heard now on WENR Chicag each Sunday. Show originall started in Sachs' store window city's southwest side. Of the 9,00 amateurs who have appeared many are now professional entertainers. Agency for sponsor Ruthrauff & Ryan, Chicago.

Sept. 19, 1921, WBZ Boston inaugurated regularly schedule program service from fair ground of Eastern States Exposition Springfield, Mass. It was secon station in U. S. to begin regula program service, WBZ claim Commemorating 27th anniversar of that date, WBZ set up complet studio at this year's exposition and presented extensive coverag of fair activities and aired numerous special events. Programs also were aired by WBZA an WBZA-FM Springfield, affiliate outlets under Westinghouse Radi Stations Inc. ownership.

THREE STARS of Sun Oil Co.'s "Three Star Extra" cut the cake honoring the first anniversary of the program, heard on NBC, Monday-Friday, 6:45-7 p.m. (EST). Trio includes (l to r) Ray Henle, Ned Brooks and Felix Morley.

Shortwave Services

SHORTWAVE services of the United States, Canada, Radi Australia and the BBC, wer classified by a survey conducte in Sweden as the four leadin services of their kind in the world This information was pointed ou to the Australian Parliamen Oct. 7 by Arthur A. Calwell, Minister for Information, Dept. o Information, to which Radio Australia is attached. He said that i 1948 Australia's programs ha been relayed by Mutual in the U.S. BBC, New Zealand's National Broadcasting Service, the Canadian and South African corpora tions as well as Singapore Radi and the All-India Radio.

"STARLETS ON PARADE," KDK Pittsburgh's all-children half-hou musical show began its eighth ye on the air Oct. 9.

NEW POLITICAL GUIDE PUBLISHED BY GALLUP

THE GALLUP POLITICAL ALMANAC FOR 1948, by American Institute of Public Opinion, The Clarke Press, Manchester, N. H., 290 pp $4.50.

VALUABLE reference for observers on the American political scene—*The Gallup Political Almanac for 1948*—has been compiled by the American Institute of Public Opinion, Princeton, N. J., and printed by The Clarke Press, Manchester, N. H.

The book contains all the material found in the first edition of Gallup's political almanac, plus considerable new material. Results of the 1946 and 1947 elections for Congressmen, Senators and Governors and changes in these offices caused by deaths, resignations or special elections are included. Gubernatorial vote figures for each state back to 1928 are added. Information on the forthcoming 1948 elections, turnout in this nation compared with other democracies, Presidential succession, the party conventions are other new features. To avoid misunderstandings this edition presents election results in terms of percentages rather than actual votes cast.

Complete figures on the last three Presidential elections for the 3,069 counties and 26 independent cities in the nation are found in the book. It also gives political trends over the last 20 years, some illustrated by charts. Breakdowns indicate how a particular state voted for President, Senators, Representatives and the majority given to a specific major party; how the nation's farmers, white collar workers and labor union members voted in recent years; and other related information.

Margot Fortuna

MARGOT FORTUNA, 32, *Women's World* editor and *Story Lady* of WAZL Hazleton, Pa., died Oct. 2 of a heart attack. For many years she was identified with New York productions and with summer stock theatres. She returned to Hazleton two years ago and joined the WAZL staff in January 1947.

'Sound Effect' Spot

SPOT announcements have been artfully interwoven in the pattern of background sound effects, with gratifying results, by KLIF Dallas. The technique was used by Sports Announcer Gordon McClendon and Al Turner, alternating at the mike, during simulated "on-the-spot" broadcasts of baseball games. In addition to the play-by-play account developed from decoded Western Union reports from the playing field, continuous crowd-noise discs were used to provide a natural background. KLIF injected more color by dubbing in a "sound-effect" spot against the background noise. Intermittently, listeners could hear the familiar voice of the soft drink hawker crying "Ice cold—get your ice cold Dr. Pepper."

Second French-Language Net Starts in Quebec

PERMISSION to develop a number of subsidiary commercial networks has been granted a second French-language network in Quebec province. Canadian Broadcasting Corp. has sanctioned five sustaining 25-minute shows weekly, four of which originate at CKVL Verdun, and one at CKAC Montreal. These shows will start as sustaining programs going to two or more Quebec stations. They may be sponsored without further CBC permits, it is understood.

Programs are being routed on network lines from Sept. 20 to March 14. Stations taking all or some of the shows, in addition to the originating stations, are CHLN Three Rivers, CKCV Quebec, CHRC Quebec, CJSO Sorel and CHEF Granby. The development is new to Canadian broadcasting in some respects, and falls in with CBC plans to develop a second French-language network.

CAMPAIGN STARTING TO END PHONY POLLS

BECAUSE legitimate research survey canvassers are having doors slammed in their faces, the National Better Business Bureau has announced a nationwide campaign to stamp out the use of the phony research approach in door-to-door selling. The bureau reports that door-to-door salesmen frequently tell the housewife they are taking a "radio poll" or a "public opinion survey" to gain entry to the home —and then begin their sales talk for anything from books to dust-mops.

Research organizations sending canvassing teams into a community are advised to contact the local Better Business Bureau, so the local organization can assist in certifying to the genuine nature of the organization's work. Local radio stations, conducting listener research surveys, should do likewise, acording to the Better Business Bureau spokesman. One instance of a supposed "radio research poll" was discovered to be a high pressure campaign for selling encyclopedias to the unsuspecting housewife.

Three prominent marketing research officials will assist in the campaign to eliminate the deceptive door-to-door sales approach.

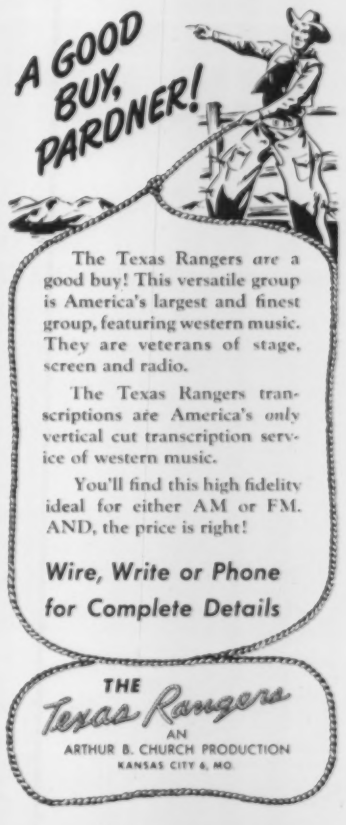
Hollywood Stars Honor Dedication of WPJB-FM

WPJB, new FM station of the Providence (R. I.) Journal Co., was dedicated Oct. 17. Frequency is 105.1 mc (Channel 299), with 20 kw power.

Eddie Dowling, Broadway star, as m.c., headed the list of Rhode Island natives returning to Providence to add their talents to the show, which was presented in the auditorium of the Rhode Island School of Design and carried by WPJB throughout the state. In addition to the live talent, the program carried a 30-minute transcription made by Hollywood people who are former Rhode Islanders.

KCMJ Transfer Data

KCMJ Palm Springs, Calif., is a CBS affiliate operating on 1340 kc with 250 w, fulltime, and is now licensed to Palm Springs Broadcasting Co., new corporation. KCMJ was incorrectly identified as operating daytime on 1570 kc with 250 w in BROADCASTING, Sept. 20. KCMJ was granted assignment of license from equal partnership of Richard W. Joy and Donald C. McBain to the new firm which is composed of following: Mr. McBain, president and 37.31% owner; Mr. Joy, secretary-treasurer and general manager and 18.655%; his wife, Jean W. Joy, 18.655%; George W. Irwin, co-founder of Irwin-McHugh Adv., Hollywood, 12.69%, and Roland B. Vaile, KCMJ announcer 12.69%. Messrs. Irwin and Vaile each invest $6,250.


A GOOD BUY, PARDNER!
The Texas Rangers are a good buy! This versatile group is America's largest and finest group, featuring western music. They are veterans of stage, screen and radio.
The Texas Rangers transcriptions are America's only vertical cut transcription service of western music.
You'll find this high fidelity ideal for either AM or FM. AND, the price is right!
Wire, Write or Phone for Complete Details
THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

KOIL delivers NEBRASKA'S NO. 1 MARKET-
OMAHA
plus
Council Bluffs
BASIC ABC • 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

IT'S A
GREAT DAY
on WLAV and WLAV-FM

WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.
AM ABC for Grand Rapids
WLAV FM
Power Plus Perfection

Production

JOHN GAUNT, program manager of WNBW Washington, and **BUD COLE**, former remote supervisor of KTLA Hollywood, have joined KNBH Hollywood, NBC TV outlet as producer-directors.

MICHAEL OLDS has joined announcing staff of WBOW Terre Haute, Ind. He was formerly with WGEM and WQDI (FM) Quincy, Ill.

PATRICIA PHILLIPS, continuity writer at WBOW Terre Haute, Ind., has announced her marriage to Joseph Winkler.

RICHARD LAWRENCE, program director at KDAL Duluth, Minn., is the father of a boy, Terence Kevin.

ARMAND La POINTE of KOWL Santa Monica, Calif., has started his own hour daily "Armand La Pointe Show" on that station.

DICK RICHMOND has joined WLBR Lebanon, Pa., as announcer. He was formerly chief announcer at WJBW New Orleans.

HAZEL MARKELL, director of public service, education and public relations at WTOP Washington, will be chairman of a panel on "The Planning of Educational Broadcasts," at the Oct. 13, 14 and 15, Chicago meeting of the School Broadcast Conference.

JOHN DUNHAM has been appointed staff announcer at WBKB Chicago. He is a former CBS announcer.

LOUISE NEWTON has been appointed traffic manager of WIS Columbia, S. C.

WAYNE SCOTT has been appointed head of the announcing department at WREL, new 250 w station in Lexington, Va. He was formerly with WSLS Roanoke, Va.

C. E. (Chuck) KOERBLE has joined announcing staff of WCLA Baton Rouge, La.

DICK PETTY, announcer at WLBR Lebanon, Pa., Oct. 4 married Iza Itkin.

MARK KEARNEY, producer of MBS "Family Theater" and Catherine Gallagher, have announced their marriage.

WILLIAM WOODSON, narrator of ABC "This Is Your FBI", replaces **HY AVERBACK** as commentator on ABC "Newsweek Looks Ahead."

JERRY LEWIS, radio writer on ABC "This Is Your FBI," is the father of a boy, David Mark.

MARVIN BECK, director of ABC "Bride and Groom" is the father of a girl, Shirley Marie.

BEVERLY HARRINGTON, 25, announcer of CKOX Woodstock, Ont., and **STEVE BRADY**, 19, engineer of CKOX, were instantly killed last month when plane Mr. Harrington was flying failed to come out of a dip over Tillsonburg, Ont.

Adventure in the Studio Is New Radio Book Plot

STEVE SEARS, ACE ANNOUNCER, by William B. Levenson. 160 pp. The King Co., $2.50.

MICROPHONES, announcer heroes, smugglers and intrigue around a radio station fill the pages of *Steve Sears, Ace Announcer*, by William Levenson, published Sept. 15. Aimed at the teenager, this book is bound to make radio appear as a highly exciting profession to many an eager adolescent. While studios seldom abound with such plots and mystery, the book is written with enough of a view to the actual operation of a station, that a youngster can get a taste—in exciting dosage—of how a station works.

Author Levenson is assistant superintendent of Cleveland public schools and national president of the Assn. for Education by Radio. He was formerly director of WBOE, Cleveland educational station.

WSAY REFUSED

SCOTUS Upholds Ruli On Network's Right

THE U. S. Supreme Court refused last week to review a Circuit C decision which upheld the right of a network to fix the national ad tising rate of an affiliate.

The request for a review had been filed by WSAY Rochester a was directed against the lower court's refusal to issue a preliminary injunction to prevent ABC and Mutual from moving affiliations away from WSAY, pending trial of the station's $12 million suit charging all four national networks with violating the anti-trust laws [BROADCASTING, May 3, July 19, Oct. 4].

WSAY claimed, and was supported by the the FCC and the Justice Dept., that the decision of the lower court—the U. S. Second Circuit Court of Appeals, New York, affirming a decision of a U. S. district court—showed a "misconception" of FCC's network regulations and "does . . . violence to accepted principles of the anti-trust law."

Attorneys for the station, owned by Gordon P. Brown, late last week had not decided what their next move would be. They may proceed with trial of the anti-trust suit, which is pending in the U. S. Southern District Court, New York. Among legal observers, however, there has been a feeling that the case would be materially weakened if the Supreme Court failed to set aside the denial of preliminary injunction.

Although the Supreme Court's refusal to review is not strictly an affirmance of the preliminary-injunction decision, it does permit the decision to stand. But it does not preclude review of the entire case after trial, if review is then sought. Authorities pointed out that the Court generally is reluctant, in view of the workload of other cases, to review those that are still in preliminary phases.

WSAY's suit charges that ABC and Mutual conspired to boycott the station, and that NBC and CBS, which have other Rochester affiliates, refused to make their programs available. Until 1947 WSAY had special non-affiliate arrangements with ABC and Mutual, but when new stations were authorized in Rochester these networks terminated their agreements with WSAY and signed with new affiliates. It was switch which WSAY sought prevent by preliminary injunctio

In the decision which the Supreme Court refused to review, Circuit Court upheld the Southern District Court's refusal to issue such an injunction. It declared that a network is not a common carrier and therefore can make "in the absence of concerted action" prohibited by the anti-trust law, whatever contracts it wants for the distribution of its programs.

The Circuit Court held that "the record now before us there is no persuasive evidence of a conspiracy to boycott or otherwise unlawfully exclude [WSAY] from obtaining defendants' programs whatever later may be established at a trial."

The decision, written by Circuit Judge Agustus Hand, also said:

. . . [WSAY] had no inherent right to set its own rate to an advertiser and in all other respects to use the facilities of the radio network, nor does the court have the power to compel defendants to deal with the plaintiff [WSAY] on such terms.

Plaintiff misconceives the function of a network, which buys time from the stations and sells to the advertiser its facilities and the services of the stations as an aggregate. Not only are the networks not common carriers but it would be cumbersome if not impractical for them to furnish programs if they did not have authority to deal independently with the advertising concerns instead of leaving the rates to be determined individually by the different stations which they serve. . .

We do not say that it would be impossible for a network to allow each station to set its own rate, but it would seem a less practical course of business and certainly one to which plaintiff can make no claim as of right. . . .

WSAY is represented by Seymour Krieger, one of the authors of FCC's Chain Broadcasting Report, now a Washington radio attorney, and William L. McGover

things that make KGNC
the Tuned-in station throughout
the fabulous Panhandle...
Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air."
KGNC
710 KC. AMARILLO, TEXAS 10,000 WATTS
Represented by TAYLOR-BORROFF & Co., Inc. • Member of the LONE STAR CHA

FCC Actions

(Continued from page 81)

Applications Cont.:

TENDERED FOR FILING

Transfer of Control

WTUX WTUX-FM Wilmington, Del.—Consent to transfer of control of sh common stock owned by J. M. ere in licensee for AM and permittee FM station to Gordon Kenneth cIntosh and Howard R. Robinson.

WHAS WHAS-FM WHAS-TV Louisville—Consent to transfer of control om Courier-Journal and Louisville mes Co. to Crosley Bcstg. Corp.

Assignment of CP

KPRA Portland, Ore.—Consent to asgnment of CP for FM station to KWJJ oadcast Co. Inc.

Assignment of License

KORC Mineral Wells, Tex.—Consent assignment of license to Raymond River.

APPLICATION DISMISSED

AM—1470 kc

Southern Puerto Rico Bcstg. Corp., nce, P. R.—CP new standard station 70 kc 1 kw uni.

October 13 Applications . . .

ACCEPTED FOR FILING

License for CP

KHBC Hilo, T. H.—License to cover change frequency, increase power c.

Modification of CP

KING Seattle, Wash.—Mod. CP inease power, etc. for extension of comtion date.

License for CP

WFAA-FM Dallas, Tex.—License to er CP new FM station.

Modification of CP

WBAP-FM Fort Worth, Tex.—Mod. new FM station for extension of mpletion date.

KRGV-FM Weslaco, Tex.—Same.

WROV-FM Roanoke, Va.—Same.

WNHC-FM New Haven, Conn.—Same.

WDFM Detroit—Same.

WFDF-FM Flint, Mich.—Same.

WOR-FM New York—Same.

WRNY-FM Rochester, N. Y.—Same.

WAIR-FM Winston-Salem, N. C.—ame.

KALW San Francisco—Mod. CP new on-commercial educational FM station r extension of completion date.

WNAD-FM Norman, Okla.—Same.

Assignment of Permit

WJTV Syracuse, N. Y.—Assignment permittee corporation from Meredith b. Co. to Meredith Syracuse Televion Corp.

TENDERED FOR FILING

AM—1260 kc

WBUD Morrisville, Pa.—CP to change 90 kc to 1260 kc, power from 250 w 5 kw, install DA-DN (DA-1).

Transfer of Control

WJAS WJAS-FM Pittsburgh—Consent involuntary transfer of control from J. Brennen, deceased, to executors his estate, H. K. Brennen and Marret M. Brennen.

WHJB Greensburg, Pa.—Same.

Assignment of License

KFDX KFDX-FM Wichita Falls, Tex.—Consent to assignment of license of FDX and CP of KFDX-FM to Wichtex adio and Television Co. No change in wnership.

WKRZ WKRZ-FM Oil City, Pa.—Conent to assignment of license of WKRZ d CP of WKRZ-FM to WKRZ Inc. change in ownership.

Modification of CP

KGCX Sidney, Mont.—Mod. CP to inease power from 1 kw-N 5 kw-D to kw uni. with DA.

October 14 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

WIRC Hickory, N. C.—Voluntary asgnment of CP from Edmond H. Smith to Foothills Bcstg., Inc.

Assignment of License

KCRA Sacramento, Calif.—Voluntary signment of license from Ewing C. ily, David R. McKinley and Vernon ansen d/b as Central Valleys Bcstg. to KCRA Inc.

KOLE Port Arthur, Tex.—Voluntary signment of license from Mary A. tru, Socs N. Vratis, Gray R. Harrower, anch C. Todd, partnership d/b as rt Arthur Bcstg. Co. to Mary A. Petru and Socs N. Vratis, partnership d/b as Port Arthur Bcstg. Co.

Modification of CP

KRTN Raton, N. M.—Mod. CP new standard station for extension of completion date.

License for CP

WMAR-FM Baltimore—License to cover CP new FM station.

Modification of CP

WHKC-FM Columbus, Ohio—Mod. CP new FM station to make changes in ant. system.

KMJ-FM Fresno, Calif.—Mod. CP new FM station for extension of completion date.

KTRB-FM Modesto, Calif.—Same.

WSB-FM Atlanta, Ga.—Same.

WLAG-FM LaGrange, Ga.—Same.

CLOUGH PLAN

Idea of TV Sound on FM Channels Debated

THE IDEA of transferring television sound to regular FM channels, and permitting independent sound programming when the video is not in operation [BROADCASTING, Oct. 4], appeared to be gaining stature as an industry question last week, with partisans for and against.

The plan was advanced in a letter to BROADCASTING by L. D. Clough, general manager of KLUF Galveston, who stressed the "program and operational economy" of such an arrangement. It was his suggestion that the video portion be moved to the 900-1,000 mc area in view of long-range interferences on the present bands.

H. G. Price, director of the *Knoxville Journal's* WKPB (FM) Knoxville, gave his unqualified support to the principles of Mr. Clough's plan last week, and other industry members privately felt it would be desirable. But there was equally unqualified opposition in other industry quarters.

FCC Opposed

The plan has the opposition of FCC, too. Sec. 3.661 (b) of the Commission's Rules stipulates that "the aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes." Aside from that, Chairman Wayne Coy, queried on the subject at the FM Assn. meeting in Chicago [BROADCASTING, Oct. 4], indicated that it is his personal view that the TV sound track should not be used for FM broadcasting during non-video hours.

Mr. Price noted that "good programming for a TV station is an exhausting" as well as expensive job.

"We can all guess that a TV station will have to be operated a greater part of each day to show a profit," he declared. "This all adds up to the fact that TV operators will shortly be knocking at the door of the FCC for permission to run aural programs on TV stations part of the broadcast day. If such permission is granted, they will then be operating FM stations, because TV sound is FM.

"This would be confusing to the public, expensive duplication of equipment and detrimental to the building of a nationwide FM service," Mr. Price continued. "There is not a single technical reason the plan advocated by Mr. Clough will not work.

"Video adapters could be added to existing FM receivers at less cost than a complete TV set. This combination would be even better in some ways than an expensive TV set, which might not tune the FM band. Future development of video, such as color, would not obsolete nearly so much equipment, either receiving or transmitting, if the sound were dependably fixed."

Views of Detractors

Detractors, however, viewed the plan as completely unfeasible. From the standpoint of spectrum economy—one of the grounds cited by Mr. Clough in support of his proposal—they contended that the gain would hardly be worth the effort. Video sound, they explained, takes up less than 200 kc of a 6-mc channel, apart from the guard band.

Further, they argued, the extent to which FM channels already are occupied would be a big stumbling block and seemingly would require a reallocation of channels in many areas (since many FM outlets do not have TV stations, and vice versa).

They also anticipated propagation difficulties and receiver design problems, and, additionally, felt that permission to operate TV stations parttime as audio-only stations would result in a relaxation of efforts to promote the visual medium.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO OCTOBER 14

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,787	314[1]		546	310
FM STATIONS	194	719[2]	83[3]	87	36
TV STATIONS	7	116[4]		311	186

[1] 70 are on air; [2] 428 are on air; [3] 22 are on air; [4] 33 are on air. All licensed stations also are operating.

AM APPLICATIONS

Newport, Ark.—Charles William Craft, 1280 kc, 1 kw, daytime. Estimated cost $21,000. Applicant is owner of Craft Mercantile Co., general store, Bono, Ark. Filed Oct. 12.

Winchester, Ky.—Elkhorn Baptist Assn., 1450 kc, 250 w, unlimited; contingent on WLAP Lexington vacating 1450 kc. Estimated cost of construction $25,650. Chairman of executive committee is Rev. Elwyn N. Wilkinson, Lexington. Since group is noncommercial entity, station will limit commercials to number sufficient to meet expenses. No commercials are to be aired on Sunday. Filed Oct. 12.

FM APPLICATIONS

Princeton, W. Va.—Mountain Broadcasting Service Inc., Channel 227 (93.3 mc), effective radiated power 3.37 kw. Estimated cost $16,420. Applicant is licensee WLOH there. Filed Oct. 11.

Winchester, Ky.—Elkhorn Baptist Assn., Class B, Channel 251 (98.1 mc), effective radiated power 1.75 kw, antenna height above average terrain 310 ft. Estimated cost $13,910. Group has filed for AM station there (See AM section). Filed Oct. 12.

TRAIN VIDEO SUCCESS IN B & O TRIAL RUN

TELEVISION on moving trains may become an accepted fact if tests now being conducted by Bendix Aviation Corp.'s radio division and Baltimore & Ohio railroad radio engineers prove as successful as the original demonstration Oct. 7.

First test was successfully performed on a run from Washington to New York at 80 miles per hour. Three Washington video outlets—WNBW (NBC), WTTG (DuMont) and WMAL-TV (ABC)—were received clearly in the Washington area. The receiver was tuned to WBAL-TV and WMAR-TV Baltimore, as the train neared that city. The signal of WCAU-TV Philadelphia was picked up near Newark, Del.

Bendix engineers use a commercial type radio television receiver, then add a non-directional receiving antenna and other special circuits to compensate for the change in direction of the train and "shadow effects" of obstructions. The antenna was developed by Dr. Frank Norton, TV engineer for Bendix. Audion reception was furnished through regular Bendix long-distance FM sound.

Frieda B. Hennock, new FCC commissioner, attended the inaugural trial.

Taylor Now With French In Washington Practice

SUTHERLAND G. TAYLOR has resigned from the law firm of Foote, Taylor & Cutler to become associated with Ward M. French in operation of the Washington office of Saul, Ewing, Remick & Saul. The former firm continues as Foote & Cutler.

In his new connection, Mr. Taylor will engage in radio, tax, administrative, corporate and general practice. Offices are located in Dupont Circle Bldg., Washington 6, D. C. Mr. French at one time was an attorney at War Assets Administration and served in the Army Air Force as a lieutenant colonel.

At Deadline ...

VIEWS GIVEN ON PROPOSED MAIN STUDIO RULE

ORAL ARGUMENT before FCC on its proposed new rule on main studio locations Friday produced one outright opposition and two suggestions for modification or provisions for waiver.

Proposed regulation would require AM and FM stations to originate majority of their non-network programs (from standpoint of time rather than number of programs) from main studio or other points within city in which station is located as shown in license [BROADCASTING, March 1].

George S. Smith, attorney for KVI Tacoma, Wash. and WFCI Pawtucket, R. I., said effect would be to control origination of majority of programs and claimed this "approaches the border" of program-content control. It would be unfair to independent stations, he added, because it affects only non-network programs. He said amendment, if made, should provide only that station's main studio shall be located within its primary service area.

Vernon L. Wilkinson, counsel for WIBU Poynette and WWCF (FM) Baraboo, Wis., urged exceptions to proposed rule be granted "in meritorious cases" and agreed to attempt to draft proposal. He said WIBU is rurally located, programs from five remote studios, would have to rely on phonograph records if required to originate 51% of its program time from Poynette.

Marcus Cohn, for foreign-language WHOM Jersey City, said station was acquired on basis of plans to serve entire New York metropolitan area and that FCC has since granted power increase and license renewal on these representations. It would be impossible to live up to those promises under FCC's proposal, he said, requesting waiver be permitted for stations in such circumstances.

WEEK ASSIGNMENT

ASSIGNMENT of license of WEEK Peoria, Ill., and permit for WEEK-TV from West Central Broadcasting Co., corporation, to new partnership of same name and ownership requested of FCC Friday. Switch made for tax reasons. Partnership composed of: Robert S. Kerr, 48.9%; his wife, Grayce B. Kerr, 11.1%; brother T. M. Kerr, 10.76%; Geraldine H. Kerr, wife of T. M. Kerr, 3.125%; D. A. McGee, 15%; Dean Terrill, 4.16%, and T. W. Fentem, 6.944%.

BOBBYSOXERS MOB CARROLL

JACK CARROLL, 24, crooner-baritone and seven-time consecutive winner on MBS *Talent Jackpot* show (Thurs., 8-8:30 p.m.), was mobbed and severely injured by 300 hysterical bobbysoxers following last Thursday's broadcast in New York. He was treated at Columbus Hospital, Newark, for cuts and bruises.

RCA JOBS FOR VETERANS

VETERANS Employment Service has obtained from RCA job orders for 1,000 workers in TV field. Workers, to be used in installing and servicing TV sets, will be recruited by local offices of state employment services in cooperation with State Veterans Employment Service.

FCC HEARS ARGUMENT IN LIMA-COLUMBUS CASE

REVISED proposed decision favoring Northwestern Ohio Broadcasting Co. of Lima, O (1 kw, 1150 kc), over Sky Way Broadcasting Corp., Columbus, Ohio (5 kw day, 1 kw night, 1150 kc), argued orally before Commission *en banc* Friday. Final decision last March had been set aside by petition of Sky Way with FCC issuing new proposal still favoring Northwestern in September [BROADCASTING, Sept. 27].

Marcus Cohn, Sky Way counsel, argued Commission failed to consider "efficient" factor of Sec. 307(b) in considering best use of frequency. He held FCC further ignored comparison of Lima and Columbus.

Herbert M. Bingham, Northwestern attorney, said exceptions in case were not in accord with rules and cited data used in Sky Way presentation which he claimed was not even in record.

TWO HEARINGS CALLED IN OWNERSHIP CASES

FCC called for hearings on two station sales —KYOR San Diego, to investigate a charge of concealed ownership; and WJXN Jackson, Miss. to determine whether transfer has already taken place without Commission consent.

WJXN case involves application for approval of $35,000 transfer of the 250-w station (1450 kc) from P. K. Ewing Jr. and F. C. and Myrtle M. Ewing to Andalusia Broadcasting Co., licensee of WCTA Andalusia, Ala.

In San Diego case, KYOR is being sold to San Diego Broadcasting Co., licensee of KUSN, for approximately $87,500.

FCC WIDENS MIAMI ISSUES

HEARING on revocation of WTVJ (TV) Miami, ordered by FCC fortnight ago to be held before Comr. Paul A. Walker in Miami Oct. 25 [BROADCASTING, Oct. 11], to include inquiry also into pending request for control transfer to Wolfson-Meyer Theatre Enterprises Inc., Commission ruled Friday. Issues to determine whether permit granted Southern Radio and Television Equipment Co., "or the rights and responsibilities incident thereto", have been transferred without FCC approval in violation of rules and whether all agreements are duly reported.

DUMONT ELECTION PICKUP

ANTICIPATING GOP victory, DuMont TV network has scheduled election night program pickups from Republican Party headquarters in New York and Washington. No such arrangements made with other parties. *Newsweek*, which cooperated with DuMont in covering political conventions, is resuming relationship for election returns TV coverage and for pre-election Sunday evening series, 6:30-7 p.m. Oct. 17, 24, 31, originating at WTTG Washington.

ALLIED RADIO PROJECT

ALLIED RECORD MFG. Co., Los Angeles, will renovate one of its plants at cost of $30,000 to make it available as leased studio site for production of television film.

HOOPER EXPANDS SERVICES FOR ADVERTISERS, AGENCIES

EXPANSION of C. E. Hooper Inc., serv announced. Advertisers and agencies w now subscribe to both program Hooperat and city Hooperatings may also obtain U Hooperatings semi-annually, network audie analyses annually and station listening dexes bi-monthly for monthly subscrip rates one-third above current rate.

First U. S. report will be available A 15, 1949, second Jan. 15, 1950.

Hooper also offering two modified exp sions of services to agencies and advertis not now subscribing to both program city Hooperatings.

To agencies placing one or more netw programs and subscribing only to prog Hooperatings, Hooper offers U. S. Hoop atings for one-third more than monthly s scription to program Hooperatings alone. advertisers sponsoring one or more netw programs and subscribing only to prog Hooperatings, company offers U. S. Hoop and/or network audience analysis. Price both additions is two-thirds more than pres subscription for program Hoopers alone for either one of two additions one-third m

DISTRICT 5 HITS GRANT TO PUERTO RICAN AGENCY

EFFORT to prevent setting of precedent grant of commercial CP to Puerto Rican g ernment (see page 21) urged by NAB Distr 5 at Atlanta Friday (early District 5 st page 29). Insular outlet would operate s by side with 23 existing stations.

In resolutions, district advocated nam of NAB code committee; supported tr scribers in AFM fight; asked radio quest in 1950 census; praised district director Atlanta stations for convention plans; s vised wider use of BMI; proposed univer survey and measurement service; suppor Judge Miller in fight for free radio.

District asked manufacturers to allow dea cooperative allowances for radio on equal ba with other media.

Maurice B. Mitchell, NAB broadcast adv tising director, called for support of All-Ra Presentation. James M. LeGate, WIOD Mia District 5 sales managers chairman, direc Friday sales clinic.

RECORDING GROUP STUDIES PROPOSED STANDARDS

TENTATIVE standards for fine-groove r ords submitted Friday at New York meet of executive committee of NAB Recording Reproducing Standards Committee. Comm tee took up work of project groups for s mision to NAB board in November (see st page 60).

Progress made in adoption of glossa for magnetic and disc recording, with Am can Standards Assn. participating.

Committee recommended standards cover width and thickness of magnetic tape as w as breaking strength, humidity and tempe ture factors. Work of subcommittee on n and distortion approved but specifications reels not complete.

Attending Friday meeting were Robert Morris, ABC, chairman; T. J. Gallogly, Am ican Standards Assn.; C. R. Sawyer, Weste Electric; S. J. Begun, Brush Developm Co.; C. J. LeBel, Audio Devices; H. A. Chi CBS; H. R. Reiskind, RCA Victor; R. Lynn, NBC; Mr. Dietze, Bell Labs.; N McNaughten, NAB.

If You REALLY Want to Know...

IF you really want to know whether an advertising campaign will work, there's one sure way to find out ... TRY IT. If you really want to know if a product or package is right, a selling theme strong .. TRY IT. And you **can** try it in WLW-land in a manner not possible elsewhere. For WLW-land is a true cross-section of America—an ideal proving ground for new products, new ideas, new techniques.

In WLW's Merchandise-Able Area live thirteen and a half million people. Here are rich folks and poor. Here are farming hamlets and mighty industrial cities. Here are parts of the east, the mid-west, the north and the south. Here is a true mirror of America in all of its varied aspects.

And here is a great radio station, covering the area as a network covers the nation—dominant in some cities, less dominant in others—reaching millions of people every day, but like any other medium or combination of media, not reaching all the people all the time. The conditions your selling effort will face in WLW-land are those it will face elsewhere. Truly, as WLW-land goes, so will go the nation.

But that's only half the story.

Not only does WLW's Merchandise-Able Area provide an ideal proving ground, WLW also offers facilities and services not equalled by any other radio station. Selling "time-on-the-air" is not the beginning and end of its service to advertisers. Rather, WLW believes it is a duty to help advertisers know their problems and solve them .. whether these problems relate to distribution, packaging, product, dealer and consumer attitude, or what. And with "know how" peculiar to the area, plus manpower to do the job, The Nation's Station is in a position to give service that is truly unique.

AMONG WLW'S SERVICE FACILITIES . . .

People's Advisory Council
to determine program preferences and for general consumer market studies.

Consumer's Foundation
to determine consumer reaction to products and packaging.

Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores
to check potential buying responses, effectiveness of new packaging, displays, etc.

Buy Way
monthly merchandising newspaper for retailers and wholesalers.

Specialty Sales
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation